

Miss California to Appear In Rose Float Parade Here Saturday Morning

Colorful Lineup Entered

New glamour—in the shape of lovely Donna Kay Brooks, "Miss California"—was added to the colorful lineup of the Palm Springs Rose Float parade.

The 18-year-old Miss Universe contestant, now a Village resident, has consented to take part in the big Saturday parade planned as the kickoff for the final Palm Springs Float Association's fund drive.

ASSOCIATION President Theresa Press hopes the noon parade will spark new contributions to the campaign for \$15,000 needed to finance construction of a float entry in the 1959 Pasadena Rose Parade.

Other parade newcomers are Cathy O'Neil and her canine companion, Roga, the stars of the "Princess Ruby and Roga" television series, and the Howard Manor musicians.

The Manor musicians will join the Guadalajara Boys, singer Lillian Roth and the Chi Chi band in adding entertainment to the parade.

ALSO FEATURED in the parade lineup are the riders from Los Compadres Club, Antique Auto Club members and their vintage vehicles, new cars entered by Palm Springs auto dealers and a long line of clowns who'll ride through the parade route on golf carts. Members of the Palm Springs Real Estate Board also are scheduled to enter.

Grand marshal for the parade is popular Charlie Farrell.

THE PARADE GETS under way at noon from El Mirador Hotel and winds up at The Plaza where entertainment will continue as prizes are awarded to float Association contributors and new members.

Prizes include a two-day expense-paid trip to the Stardust Hotel in Las Vegas, which will be given to the donor of the greatest association dollar.

The contributor of the 7,500 dollar wins two tickets to the Rose Bowl game, Mrs. Press said.

Other prizes will be presented to holders of tickets which will be passed out to contributors along the parade route.

EASILY ONE OF the brightest spots of the parade, however, is Miss Brooks, whose family moved to Palm Springs from Studio City weeks ago.

The lovely Miss Universe contestant's parents, Mr. and Mrs. Don W. Brooks, plan to be permanent Palm Springs residents, although Mr. Brooks will continue



LOVELY DONNA KAY BROOKS, who was "Miss California" in the recent Miss Universe Contest, is the latest entry in the colorful Palm Springs Rose Float parade scheduled for Saturday. The beautiful Village newcomer will ride at the head of the parade when it moves out from the El Mirador Hotel at noon Saturday. The parade winds up at The Plaza, where entertainment and prizes await contributors to the \$15,000 fund campaign for a Village float entry in the Pasadena Rose Parade.

to operate his physio-therapy office in Studio City.

MISS BROOKS, WHO IS scheduled to arrive here late today, plans to visit here on weekends.

The Village newcomers reported that they have been frequent visitors here and "found it so pleasant," they decided to move there.

children, all sons: Capt. William Brooks, 27; Kim, 24; Bob, 20, and Steve, 12. Steve, an avid Little Leaguer, will live here with his parents.

The Village newcomers reported that they have been frequent visitors here and "found it so pleasant," they decided to move there.

George Ripley, vice president of the stations, said today that they would go off the air until the necessary funds were collected.

Translator Stations May Go Off Air After Series

Palm Springs Translator Stations, Inc., is scheduled to go off the air "immediately after the World Series" because of being unsuccessful in getting the necessary funds during the Translator Fund Drive in September.

The board of directors of the non-profit corporation said that only about \$5,000 has been collected to date, making the drive some \$3,000 short for operation of the stations for the next six months. The total goal for this year's operation has been set at \$15,500.

George Ripley, vice president of the stations, said today that they would go off the air until the necessary funds were collected.

He expects the Cahillia classrooms to be ready in about 15 days.

De Gaulle Offers Five-Year Plan

CONSTANTINE, Algeria (UPI) — Premier Charles de Gaulle today offered a revolutionary "five-year plan" for the economic and social development of Algeria.

He challenged the Moslem rebels to lay down their arms and build the country's future together with France.

Martha Taft Dies Thursday

CINCINNATI, Ohio (UPI) — Mrs. Martha Bowers Taft, 68, warm-hearted widow of Sen. Robert A. Taft, who helped "Mr. Republican" over his campaign trails, died here Thursday after eight years of illness.

Her death at her suburban Indian Hill home came suddenly, although she had been confined to a wheel chair after suffering a stroke in 1950.

An indication of his condition 12 days before his 68th birthday was that after spending tonight in the big medical center he expected to be playing golf by lunch-time Saturday.

Possibly more indicative of his feelings, however, was mounting evidence he seemed to be taking on the command of a major effort in the current congressional campaigns.

'Bone Mender' Is Revealed

CHICAGO — (UPI) — A Philadelphia physician has revealed development of a glue which unites broken bones so tightly that the affected limb can be used in 48 hours.

News depends upon you, and where you are going, what you plan to do or even if you are expecting guests are important items and should be referred to Deenie without hesitation.

WHILE DEENIE will be doing her best to keep up with the pace of this active area, it must be

pointed out that news reaches a newspaper through many various sources.

Still the most important source, however, is from residents who live in the communities served by the newspaper.

Jim Schilling will continue as Sun advertising representative in the area.

EXPLAINING THE reasons for

The Desert Sun Opens Branch Office in Palm Desert

(See Photo, Page 16)

PALM DESERT—Keeping pace with the unparalleled growth and expansion of Palm Desert, The Desert Sun has expanded its daily newspaper facilities to a new office in this mushrooming community area.

To cover the news as it occurs from day to day in the Palm Desert area, the Sun has assigned Deenie Young, long a familiar figure to this area, to staff the new office.

OPERATING FROM her headquarters at 45-104 Larkspur Lane, Deenie will seek and gather news from all civic and business groups, social organizations and in general, report on anyone and any place of news interest.

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Palm Desert, Rancho Mirage and their environs comprise a valuable area and important, Risvoid explained—valuable because of its growing wealth of news and important because of the extreme expansion of its business and population.

"IT WILL ONLY be a matter of a short time," Risvoid remarked, "that, with continued development of Rancho Mirage and Palm Desert, that branch offices will be opened in both of these communities."

Risvoid further pointed out that a survey revealed that this summer, more people than ever before were living in the desert throughout the summer months, indicating the growth of permanent, year-around population and

opening this new Desert Sun office, designed expressly to serve you. Desert Sun Publisher Richard Risvoid points out that his decision was motivated by a number of reasons.

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The Desert Sun

The Desert Empire's Daily Newspaper

VOL. XXXII, No. 45

16 Pages

Palm Springs, California, Friday, Oct. 3, 1958

Single Copy, 10c

Violence Returns in Lebanon, Army Fires on Rioting Mob

Saund, SP Disagree on Service Stops

Congressman Protests to ICC, SP Asks Why

Congressman D. S. Saund today attacked Southern Pacific proposals to curtail service in various desert cities, but the railroad countered with the statement: "We're not taking anything away from anybody."

Saund reported that he has filed a protest with the Interstate Commerce Commission against alleged SP proposals to cut passenger service in Beaumont, Banning, West Palm Springs, Thermal, Mecca and Niland.

THE CONGRESSMAN directed his complaint at SP Trains 39 and 40 and claimed that stopping this service to these communities "would give the trains only one stop—Indio—between Los Angeles and Yuma."

Railroad officials, however, replied that the trains concerned handle mail and baggage and have only one passenger car.

THEY ADDED that there never has been a station at Thermal and that there are no stops at Mecca or Banning. The Banning station was closed several months ago, railroad officials said.

"We are trying to speed up baggage and mail service on these two trains," officials stated. "As for the passenger service, no one from the resort area ever patronized it anyway."

Railroad executives pointed out that this area is mainly served by its streamliners.

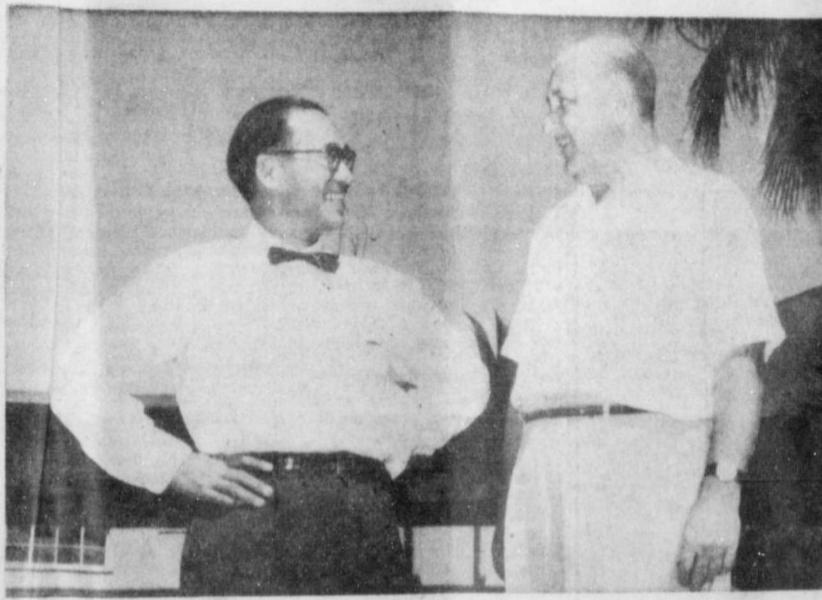
CONGRESSMAN SAUND asked officials of cities in the 29th Congressional District, along with individuals and organizations, to send their protests immediately to his office in Washington.

Service changes become effective Oct. 26 and 27, for the westbound and eastbound trains, respectively.

THROUGH HIS role as a Scout leader, Murayama dispenses with practical application his philosophy that youth and the future of Democracy travel hand-in-hand.

"When we speak of the Democratization of Japan," he said, "we mean wide expansion of scouting, because scouting is the only answer for such a movement."

Murayama believes, and scouting is based on the proper youth training and concept of brotherhood essential to the goal.



JAPANESE NEWSPAPERMAN Tamotsu Murayama chats with his Village friend Max Grone during a visit here this week. Murayama, city editor of Tokyo's English-language daily, the

Japan Times, is the guest of another long-time Village friend, Betty Lacy. The two became friends when Miss Lacy served with United States occupation forces in Japan. (Desert Sun Photo)

Japanese Newspaperman Tells Need for Scouting

By AL LE ANCE

Tamotsu Murayama is an energetic Japanese newspaperman who wades into Nipponese youth problems with the same vigorous tempo that propels his city desk.

Murayama, "stubby," quick-trigged city editor of the English language Daily Japan Times, is a member of the National Executive Board of Japanese Boy Scouts—a post he regards as a high responsibility.

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"THIS IS THE first time the Jamboree has ever been held in the Orient," Murayama said, pointing out that this is significant because it illustrates the expansion of scouting and youth ideals.

Murayama, who was largely responsible for the rejuvenation of scouting in Japan after World War II, hopes to send at least 400 Nipponese scouts to the Jamboree.

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WASHINGTON (UPI) — President Eisenhower said today that it was more important than ever for the newspapers of the nation to separate "the significant from the sensational" and to scorn half truths and rumor.

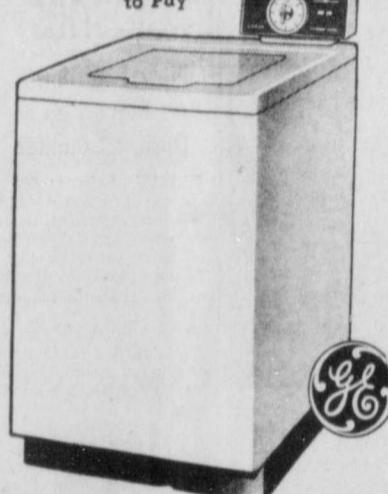
"A strong society of free men must be kept fully informed. Liberty can flourish only in the climate of truth."

"Each year, during National Newspaper Week, I am glad to send greetings to the members of the press."

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A GLIMPSE OF JAPAN via the terpsichorean route is the novel entertainment treat in store for first nighters at the Chi Chi Starlite Room tonight when the Japanese beauties above make their Palm Springs debut. They are part of the colorfully-costumed cuties that make up the internationally famed Keigo Imperial Japanese Dancers. Led by Takeuchi Keigo, Japan's Fred Astaire, their spirited routines, representing the old and modern Japan, are considered

**John Rogers,
Resident Here
Four Years, Dies**

Funeral services will be held at 1 p.m., Saturday, for John Franklin Rogers, 48, 32-739 Shifting Sands, who died while working at a private home in Desert Hot Springs Wednesday, apparently of a heart attack.

A native of West Virginia, Rogers has been a resident of Palm Springs for four years and of California for 20 years.

He was employed as a plumber at the Hawthorn Plumbing Company of Palm Springs.

He is survived by his widow, Alice, and one son, Donald E. Rogers.

Services have been set at Wiefels and Son Chapel with the Rev. James Arnold, pastor of the Cathedral City Community Church, officiating. Interment will be in Desert Memorial Park.

Enemy Camp

LIVERMORE FALLS, Maine — (UPI)—Ernest Mollicone, 55, almost dropped his pipe when he saw who had joined his two kittens in eating catfood out of a dish on his porch. It was a gray mouse.

Bearish Writers Don't Give Up Easily--Forget One FactBy PAUL H. MAC GREGOR
E. F. Hutton & Company

Financial writers who have been bearish all of the year don't give up easily. Many of them are trying to smooth their paths of error by calling attention to the dangerously high price - earnings ratios now prevailing which are as high as those of 1929.

The writers overlook one very important fact. When other bull markets have collapsed (except in 1946) the price - earnings ratios have been high, but these debacles occurred toward or at the end of a business boom, whereas we are now in the initial stages of a recovery from a depressed period. Let us analyze previous bull market debacles which, of course, came when price-earnings ratios were relatively high.

1920 — THE DOW Industrial Average registered its high in November 1919. The FRB Index of Industrial Production began to decline in March 1920.

1929 — The Dow high point was made in September 1929. The FRB index began to decline in the same month.

1937 — The Dow made its peak in March 1937, but recovered and almost duplicated its year's high in August 1937. The FRB index began to decline in August 1937.

1946 — THE DOW registered its high in May 1946; here the established pattern was broken. The start of the decline of the FRB index actually preceded the market break by a full year.

Of course, as we look back, we realize the market pulled a faux pas in 1946. At the time the market was selling off, industrial activity was rising and continued to rise, but the public was so convinced that a postwar depression, similar to 1920, would be duplicated, there was no stopping the bear market which ensued.

1957 — THE DOW registered its actual high in April, 1956, but

practically duplicated it again in July 1957, so it is proper to say the 1954-57 bull market ended July 1957. The FRB index registered a peak of 147 in December 1956, then leveled out around 145, until September 1957, when the index began to decline sharply.

It does not require an analytical mind to determine that there is a great difference in a price-earnings ratio of, say, 20, when that ratio is based on 12 months of boom-time earnings, and at a time when the boom is running out of steam, on the one hand, and a price-earnings ratio of 20 based on 12 months of depressed earnings, figured at a time when business is in the initial stages of recovery, on the other hand.

IT IS PERFECTLY obvious to any astute student of the market that since World War II there are new factors at work which were not present before, therefore, it is almost useless to use some of the old and once reliable "theories" in gauging the current market.

Numerous times this year I have mentioned that the current market is following in the footprints of the 1954-57 bull market, and until I can detect a leveling out of industrial activity, I will remain bullish on the market trend. This does not mean, however, that I think the market is immune to corrections. The higher the market moves, the more susceptible it becomes to periods of profit-taking. Therefore, I suggest that new purchases be confined to soft spots.

We must also keep in mind that the Federal Reserve Board may frown upon a swiftly rising market and may order a 100 per cent margin requirement which would probably precipitate a sizable reaction. Such reaction, however, would likely prove of brief duration, in the writer's opinion. A sizable reaction would probably bring forth a flood of buying orders from sold-out bulls.

THE BASIC FRAMEWORK terms of the agreement were identical to those at Ford and Chrysler — a three-year contract: pay boosts of 10 cents an hour for the first year and at least 7 cents in each of the next two; an extra pay boost of 8 cents an hour for skilled workers; pension increases; increases and extension of supplemental unemployment benefits, and severance clause paid from SUB funds.

In addition, UAW president Walter P. Reuther announced the union obtained improvements on other issues that applied particularly to GM workers.

MOST IMPORTANT in the eyes of the union was a provision for narrowing the gap in plant-to-plant wage variations for the same work, estimated to cost the company about \$2,750,000 a year, based on a half-cent per hour for all hourly workers.

Seaton said workers in four Chevrolet plants and two Fisher body plants would benefit from this provision.

**Assistant Publicity Director
Appointed by Village CofC**

Chamber of Commerce Manager Jimmy Cooper announced today the addition of Jan Lotz to the staff of McFadden & Eddy Associates, public relations firm representing the City of Palm Springs.

Prior to her appointment as assistant publicity director to Cliff Brown, Miss Lotz was a publicist with Hanson and

Schwani in Hollywood. Previously, she worked as a free-lance publicist, representing a variety of accounts including the Riverside Plaza Shopping Center in Riverside and the Arthur Murray Studios in Los Angeles.

During years past, she served as assistant western editor of Boxoffice, a motion picture trade magazine, and was associated with the Foldare-Green public relations firm in Hollywood.

A native of Buffalo, N. Y., Miss Lotz moved to New York City in 1946, at which time she joined the staff of the late Steve Hannagan, who was responsible for making famous such resorts as Miami Beach and Sun Valley. Miss Lotz remained with the Hannagan office until coming to the West Coast seven years ago.

The condition sent gusty, dry northeast winds rippling through mountain canyons and fanned a major brush fire in the foothills above Monrovia.

Temperatures ranged from the high 80s at beach communities to as high as 110 degrees in warmest desert locations. The weatherman said Los Angeles' high would be near 100.

Los Angeles baked Thursday in 99-degree weather that marked an all-time high for the date. Normal high for the date is 79.

The Air Pollution Control District forecast eye irritation from smog in the Los Angeles Basin.

Thermal, with a high of 106 degrees was the hottest spot in the nation Thursday.

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The First of the Season's

NATURAL FOODS POT LUCK DINNERS

SUNDAY, OCTOBER 5, 4:30 P.M.

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Frank Cotter, Mgr., 1150 E. Palm Canyon Dr.

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The Desert Sun

Friday, Oct. 3, 1958

Many Talented Contestants Enter Amateur Contest

Palm Springs, mecca of many top stars of the entertainment field, also is proving to be a hiding place for many talented amateurs, according to Ace Hudkins, well-known local disc jockey who is currently conducting a series of auditions and elimination contests at the Biltmore Hotel each weekend.

The final winner will appear on the Larry Finley Television show, and be awarded a free trip to Las Vegas, Hudkins said.

Talented amateurs are invited to try out at auditions held each Saturday at the Biltmore from 2 to 4 p.m. The amateur shows are held at the Biltmore each Sunday evening from 9:05 to 10 p.m., and

VILLAGE THEATRE
207 N. Palm Canyon Dr.

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Continuous Saturday and Sunday — 2:45

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Shows 7 and 9:15 p.m.

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MGM PRESENTS AN ARCOLA PRODUCTION
ALAN LADD - ERNEST BORGnine
THE BADLANDERS
Directed by George Archainbaud
Produced by Don Hartman
Screenplay by John Michael Hayes
From the Novel by Thornton Wilder
Music by Elmer Bernstein
An ALLIED ARTISTS Picture**Rasmussen's Western Wear****PRICES SLASHED**

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SQUAW-DRESSES

Regular \$23.95 Value	\$11.90
Regular \$29.50 Value	\$14.90
Regular \$34.50 Value	\$17.25

SHIRTS—½ PRICE

Men's Regular \$6.95 Value	\$3.40
Ladies Regular \$5.95 Value	\$2.90
Children's Regular \$3.95 Value	\$1.90

HATS—½ PRICE

Straws Regular \$5.95 Value	\$2.50
Straws Regular \$3.95 Value	\$1.90

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OPENING TONIGHT

Friday, October 3rd

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Serving from the Cart...

CHOICE EASTERN PRIME RIBS OF BEEF

Plus a

Complete Dinner Menu of 25 Entrees

From \$1.95

Prepared By

CHEF TONY ROFFOR



Entertaining at the Piano Bar
THE FONTAINES
No Entertainment Tax At Any Time
133 East Palm Canyon Drive
For Reservations: FA 5-2309

Services Held Today for Vane Spencer Moon

Funeral services were held today, Friday, for Vane Spencer Moon, 61, 71-429 Mirage Road, Rancho Mirage, who died Wednesday at his home following a long illness.

A native of Texas, Moon was a resident of Rancho Mirage since 1952, and had been employed by the Fox West Coast Theaters. He had been a resident of California for 36 years.

He is survived by his widow, Josephine Moon, and two sisters, Army Weidlein of San Francisco, and Gladys Moon of Burbank.

Moon was a member of the Motion Picture Projectionists Union.

Funeral services were held from the Valhalla Chapel at 10 a.m. with interment in the Valhalla Cemetery in North Hollywood. Weidlein and Sons Mortuary was in charge of arrangements.

Real Estate Firms in Palm Springs and Desert Area

PALM SPRINGS Phone COWEN-RATTERREE 4-9475
1171 N. Palm Canyon Dr.
HIRSCH, LEO FA 4-9463

425 S. Indian Ave.
ISRAEL, ADOLPH FA 5-2981
671 N. Palm Canyon Dr.
ROCKS, MADGE O FA 5-6707
The Center, Suite 7
SHEPTENKO, PETER B.
The Pioneer Realty Co.
475 N. Palm Canyon FA 5-2727
WADE, RUSSELL FA 5-2855
850 South Palm Canyon Dr.
WINSLOW, BOB
260 N. Palm Canyon Dr.
FA 5-2121

CATHEDRAL CITY
ARNER'S "DESERT REALTY CO." 68-615 Hwy. FA 8-3251
CLARK, PAUL W. FA 8-2512
68-657 Broadway
JORGENSEN, E. M.
38-574 Broadway FA 8-2279
SHARP, JOHN FA 8-2816
68-555 Broadway

LA QUINTA
HOFFMAN, MILTON A.
P. O. Box 306 DI 7-4441

PALM DESERT
CARL HENDERSON
73-941 Highway 111 FI 6-8239
EDITH EDDY WARD
P. O. Box 285 FI 6-6382
PALM DESERT SALES CO.
73-553 Highway 111 Next to Standard Station FI 6-6108

ED WELCOME-DICK KITE
73-383 Hwy 111 FI 6-6117

RANCHO MIRAGE
TED SMITH FA 8-3600

THUNDERBIRD AREA
TONY BURKE FA 8-2590
West of Thunderbird C. C.
70-237 Highway 111 1/4 Miles
—Adv



PALM DESERT'S HONORARY Mayor Bing Crosby puts on the finishing touches to a giant "Sandpiper" as William J. O'Bryan, president of the Western Land and Capital Company, left, and builder George M. Holstein III, of George M. Holstein & Sons, look on. Occasion was the final work

on the first unit of the Sandpiper own-your-own garden apartments in Palm Desert and the opening of the second unit this weekend. The luxury garden own-your-own development at Highway 111 and Palms to Pines Highway will be featured tomorrow on TV over Channel 11 at 11:30.

READ SUN CLASSIFIED ADS

Palm Desert Area to Be On KTTV Television Show

PALM DESERT — A special TV show tomorrow, Saturday, at 11:30 over KTTV Channel 11, will feature the Palm Desert area and the nationally famous Sandpiper "own-your-own" garden apartments, builder George M. Holstein & Sons reported today.

The show will bring to the TV viewer the three furnished models at the Palm Desert garden apartments, as well as the landscaped pool, lanai and putting green area, the builder explained.

It will be the first time an "own-your-own" type project has been featured on the "Open House" show usually devoted to major housing developments in the Southwest. The keen interest in the own-your-own type of living, and the far growing reputation of the Sandpiper were both instrumental in making the Palm

development part of the show, he said.

The Sandpiper just recently opened the three models at Highway 111 and Palms to Pines Highway and has enjoyed outstanding sales success even prior to the start of the fall season.

Browns Return To DHS Home After Vacation

DESERT HOT SPRINGS — For former Postmaster Horace Brown and his wife, Irene, have returned from a lengthy vacation trip through the West and Canada.

Traveling for six months, the Browns covered 11 western states and western Canada to log a total of 12,000 miles.

Brown, who recently retired from his post as DHS postmaster came to the desert from Washington State in 1947.

Perfect Form Brings Results

NORTH PALM SPRINGS — Proponents of incorporation of North Palm Springs are currently awaiting a decision as to whether the necessary percentage of land owners had signed the petition.

The County Board of Supervisors received the signed petition on Sept. 15 and have 30 days in which to run a check on it.

If the signatures are sufficient, the Board of Supervisors will set a date for an election, and a two-thirds vote will make North Palm Springs an incorporated area.

Incorporation Awaits Check On Signatures

VALLAURIS, France — An aspiring bullfighter had an unexpected comedown on his first appearance in the local ring Monday.

The youth, appearing in a novice competition, made an elegant pass as the bull rushed by. The bull's horn sheared his side, missing his flesh but neatly slicing his trousers from his waist.

palm desert...on TV!



A full half hour of the famous Open House TV show devoted to the clear skies, sparkling pools, and majestic beauties of Palm Desert

and featuring

THE SANDPIPER

OWN-YOUR-OWN GARDEN APARTMENTS

Take a tour—over TV—of the desert's most exciting new garden apartment project...the Sandpiper! See the three furnished models, the newest ideas in own-your-own apartment living with pool, ramada, putting green, and the other luxuries that are available when you buy your own Sandpiper garden apartment. It's a special show for people like you...who love carefree desert living!

See the built-in circular kitchen by Westinghouse featuring America's most famous, most up-to-date electric appliances in pastel colors. See how the all-electric Westinghouse Medallion kitchen lets Sandpiper owners "live better" electrically.

A Development of the Western Land & Capital Company
George M. Holstein & Sons, Builders
Palmer & Krisel, AIA Architects
Furnished Models by Vee Nisley, Rancho Mirage

Anti-Trust Suit Against Safeway Is Dismissed by Judge

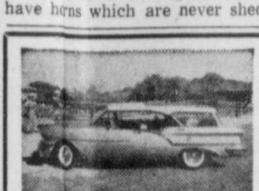
SAN FRANCISCO (UPI) — U. S. District Judge Lloyd H. Burke Wednesday dismissed a 124-million-dollar anti-trust suit against Safeway Stores and its former wholesale beer subsidiary, Beverage Distributors, Inc.

Burke ruled that the plaintiff, California Beer Wholesalers, Inc., representing 225 wholesale firms, could not as a trade association, bring the suit.

HOWEVER, Burke's dismissal did not prohibit any of the individual wholesalers from bringing damage suits against Safeway for the same reasons. The wholesalers alleged that the defendants conspired to give lawful and unfair discounts to Safeway.

In addition to damages under the Sherman Anti-Trust Act, the plaintiffs asked for an injunction.

Both sexes of the bighorn sheep have horns which are never shed.



'57 OLD SUPER 88 FIESTA
This 1957 OLDSMOBILE SUPER FIESTA STATION WAGON with Air Conditioning, Hydramatic, Radio, Bucket Seats, Girard Wall Tires and other extras looks and runs like new and the owner says it makes a quick sale. One year guarantee. \$3,500.00 for only \$3,150. PLAZA MOTORS CADILLAC-OLDSMOBILE, 290 N. INDIAN AVENUE, FA 5-2572.

GRONE'S THE FLORSHEIM SHOE

Announces its
9th Annual Pre-Season

SALE

of 1128 Pairs of Men's and Women's Shoes

from our REGULAR STOCK of

NATIONALLY ADVERTISED BRANDS Tomorrow Saturday

OCTOBER 4th

**FLORSHEIM - BALLY - EVANS
ENGLISH and ITALIAN IMPORTS**



Four Price Ranges Only

* 2.99 * 4.99 * 6.99 * 8.99 *

IN ALL WANTED COLORS, INCLUDING WHITE
SIZES FROM 4 to 10 — WIDTHS AAAA to C
(But not in all sizes)



60 Pair MEN'S
FLORSHEIM
Values to
\$25.95
NOW 13.99
PR.

ENGLISH Leather-Lined
and ITALIAN Break-bottom
OXFORDS
Come early for
Choice Selection
8.99
PR.

ITALIAN IMPORTS
\$35.00
Regular Price
NOW 13.99
PR.

Sorry — No exchanges or refunds

"You've seen all the rest—
Now see the best!"

GRONE'S THE FLORSHEIM SHOE

Opposite Desert Inn Garage

184 North Palm Canyon Drive

5 MINUTE AUTOMATIC
DESERT CAR WASH

645 South Palm Canyon Drive
"COULDN'T BE CLEANER"

STARTING SATURDAY

October 4th

MATINEE

COCKTAIL DANCING

Daily at

3:00 to 8:00 P.M.

with

Clessa Williams and
Mason - Dixon Orch.

No Cover — No Minimum

The Desert Sun

Page 4

Established 1927

THE DESERT SUN PUBLISHING CO.
GEORGE E. CAMERON, JR., PRESIDENT

174 North Palm Canyon Drive

WARD J. RISVOLD, Publisher

Friday, Oct. 3, 1958

Palm Springs, California

DON KLOTZBUECHER, Managing Editor

KENNETH BROTT, Office Manager

J. W. RICHARDSON, Mechanical Superintendent

The Desert Sun is an independent newspaper dedicated to truth, accuracy and impartiality in the news; to the progress of the desert region; to the support of that which it believes to be right and to the defense of that which it believes wrong.

Free Press Guards American Heritage of Truth, Liberty and Justice

This is National Newspaper Week.

Never have the people of the United States had more reason to appreciate the fact that in this nation they have a free, alert and truthful press.

In these times when newspapers of many nations are controlled by the governments and are used mainly as a medium for publishing propaganda for the persons in power, composed of such truths as may please the dictators, many half-truths and a substantial mixture of outright lies, it is indeed a comfort to Americans to know that their newspapers strive for truth and fairness in reporting at all times.

In fact, the people of this country have a high sense of confidence and respect for their newspapers and know that they can depend upon an energetic and unfettered press to keep them accurately informed on affairs and events of importance at home, nationally and in all parts of the world.

As has often been pointed out, the newspapers do NOT make the news—they only print it. Faithful performance of that constitutionally guaranteed right is the greatest single assurance of the continuance of a well informed and free America.

In addition, the newspaper industry as a whole is one of the outstanding business enterprises of manifold benefit to its home community in each city and hamlet in the United States.

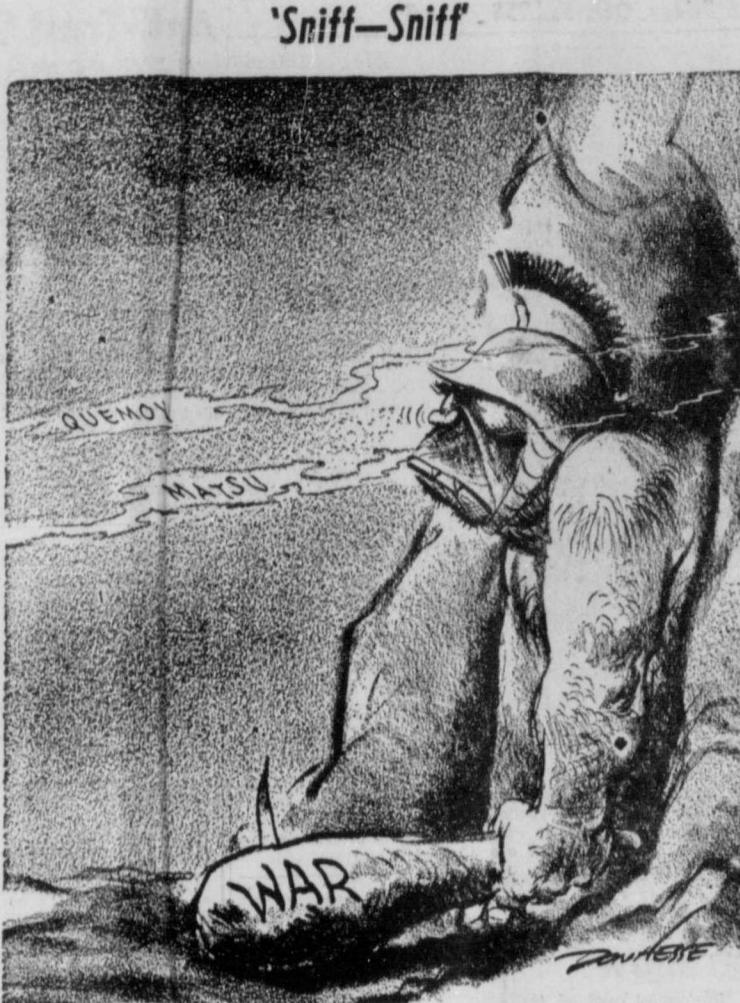
By quickly and accurately reporting the news from all sources, by publicizing matters of vital importance to groups, organizations and individuals, by taking an active lead in community improvement, and also in disseminating the advertising messages of merchants and others, each newspaper performs a highly constructive and indispensable service for all who live in its circulation area.

From a strictly commercial standpoint the newspaper is also one of the largest payroll distributors in the average community as witness the case of The Desert Sun in Palm Springs with well over 100 employees in the combined total for all departments.

On the occasion of the annual observance of Newspaper Week, Oct. 1 to 8, the owners and entire staff of your DESERT SUN express sincere appreciation for the splendid support extended to it by increasing numbers of businesses and residents, and re-affirm our pledge to be truly worthy as well as further improve each of the many services rendered to both advertisers and readers.

We are most happy to join with the press and people of this great land in observing the ever precious freedom and integrity of the American press.

May it never fail or be hindered in its duties as guardian of liberty, truth and justice in every part of these United States.



STAN DELAPLANE'S Postcard

This Side of The Sun

By Phat

Here's a plea to the kids
Who ride the school bus,
Leave your pets at home
So people won't fuss.

This week The Desert Sun received a communication calling attention to an aggravating situation.

SEEMS THAT WHEN children go out to the corner to await the school bus which will carry them to their classes, they are often followed by their pet dog—or dogs.

Sometimes they beguile the dogs to accompany them, sometimes they can't help it. The pups just won't heel and mind.

But the situation has complications.

When the youngsters board the bus, the dogs stay behind.

THIS COMMUNICATION to The Sun reported that twice during the week, a puppy left at the bus stop, couldn't find his way home.

And the kind-hearted writer of the letter said that, knowing the family who owned the pup, he took him home.

Not that he minded too much—but it was a little inconvenient.

So, kiddies, even though Mary's little lamb followed her to school, discourage your pup from doing likewise.

THE OTHER DAY I discussed audio-suggestion, those new records which hypnotize you as you listen, into reducing, quitting the nicotine habit, conquering insomnia and defeating tension.

You do all that by just listening to the record.

There's a certain disc jockey who apparently firmly believes in that.

LAST SUNDAY, five days into Autumn but with the temperature still flirting with 100 and sort of muggy, his program was tuned to a more pleasant time of the year.

He was his audio-suggestion menu to make you forget the outside weather.

"It Might as Well Be Spring," "Easter Parade," "June is Bustling Out All Over," "June in January," and a jazz variation of the Spring Song.

And for a climax, "I've Got My Love to Keep Me Warm."

Almost made me check to see if the furnace was working.

COMES A COMPLAINT from a reader who signs himself G.L.

"Hear they put in traffic lights where traffic is pretty thin, where traffic is pretty thin."

"But how about Tamarisk and Palm Canyon Drive where the Post Office is located?"

"Ever try to come out of Tamarisk and try to get into the P.O. parking lot?"

"That would be a place for a light. So that you could get through."

AND ANOTHER squawk. Says this correspondent, signed G.D.F.

"Coming down Palm Canyon Drive I was stopped by a motor officer who said there was something wrong with my muffler. I was making too much noise."

"But I had trouble understanding him."

"For, as he talked, two sports cars, three motorcycles and one truck went by."

"They were making so much noise, I couldn't hear the officer."

For a personal reply, write to ABBY in care of this paper. Enclose a self-addressed, stamped envelope.

If you want a collection of ABBY's best letters and answers in one book, ask your bookseller to get "DEAR ABBY" for you.

Is Red China Hereto Stay?

WASHINGTON, D. C.—"It's a lot more difficult than you might believe," said C. L. Closelooker, the research man, "to justify these face - the fact arguments on Red China. I'm a convinced fact - face myself, but . . ."

Mr. Closelooker must be referring to those Americans, Canadians and other Free Worlders who contend that the Red revolution in China is a fact, and that we should act accordingly?

"YES, BUT THE record does not bear out any contention that the Red Revolution in China has succeeded," said Closelooker, who held in his hand a new volume entitled, "The Black Book on Red China" by Edward Hunter. "It says here, with a good deal of statistical support, that Red China is still in a state of revolt."

Then, for the Free World to give any token of respectability to the Chinese Communists would actually be taking sides against those Chinese who refuse to give up?

"USING ONLY Communist sources and statistics," said Closelooker, "it is plain that many Chinese are a long way from giving up. A Communist functionary, Liu Shao-chi, made a fact-facing speech last May before the National Congress of the Communist Party of China. Liu Shao-chi was quoted by Communist papers as saying that a 'present class character' of China would not be eliminated 'until the distant future.' When this Red China spokesman got down to figures he said that ten thousand years' would hardly see the end of anti-Communism among the cultured and technical classes."

the Red Revolution are still considered leftists. This suggests that half their liberalisms are drifting to the right. Such numbers are very inexact. But if I may turn to the working population of China, I can speak with more precision."

Speak on, Mr. Closelooker. Well, according to Mr. Lo, the chief G-Man in Red China, as many as 18,000,000 Chinese workers were recently investigated in a 'rectification' program. This wholesale witch hunt was conducted by 750,000 deputy G-men. As many as 100,000 of these investigated workers were branded as counter-revolutionaries."

People who want us to "accept" the Chinese Revolution say that the Red security forces make any uprising impossible.

"THAT ISN'T MY information," said Closelooker, who takes to statistics like a duck to water. "The Red Chinese equivalent of J. Edgar Hoover is Lo Ju-i-ching. He said in a speech last January that 'more than 370,000 counter-revolutionaries and other criminals in society throughout the country have surrendered voluntarily to the authorities.'

"That's quite a few anti-Communist — about 20 divisions in military terms. We know what a Communist means when he speaks of 'confessed' traitors to the State. It is good research practice to be very skeptical about the 'voluntary' surrender of these resisters."

Got any more figures, Mr. Closelooker?

"WELL, THE VISITING Yugoslav reporters have written that only 30 to 40 per cent of the intellectuals who helped to lead

the Red Revolution are still considered leftists. This suggests that half their liberalisms are drifting to the right. Such numbers are very inexact. But if I may turn to the working population of China, I can speak with more precision."

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Dear Abby . . .

DEAR ABBY: I have been corresponding with a young lady from across the ocean for two years. I am 30 and she is 27. We have never met in person but I think I have fallen in love with her. We have exchanged so many letters and pictures that I feel that I know her very well. She wants me to send her the money for a ticket to come here. My friends say I am foolish because a gift of this kind is almost a promise of marriage. Is it possible to fall in love with words and pictures and what should I do about her insistence that I send her the money?

HJALMER

DEAR HJALMER: It is possible to fall in love with words and pictures, but not very practical. For the same amount of mon-

ey asks to take you to a movie, he expects to pay your way and would probably feel insulted if you "put up a fight." You seem to have good sense. Just keep on doing what you're doing and let your conscience be your guide.

CONFIDENTIAL TO CRYED OUT ALREADY: Tears never solved anything. Ditch the tissue and face the issue.

For a personal reply, write to ABBY in care of this paper. Enclose a self-addressed, stamped envelope.

If you want a collection of ABBY's best letters and answers in one book, ask your bookseller to get "DEAR ABBY" for you.

DEAR GOOD: When a boy

and no obligations you can go over there and meet this girl. I recommend it.

DEAR ABBY: I am fifteen years old and am asked to go to the movies (at night) with a boy. My mother gives me money and tells me to pay my own way because then I won't owe him anything and I won't have to kiss him goodnight. I always bring the money home because the boy doesn't let me pay. I have kissed a few boys goodnight, but it wasn't to pay them back for the movie, it was because I liked them. I am a good girl and never hold a kiss more than a few seconds and I want to know if you think I should put up a bigger fight when the boy wants to pay my way? GOOD GIRL

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Animal League Plans Election Of Directors

Members of the Palm Springs Animal Protective League will meet Monday night to appoint a nominating committee for selection of a new board of directors. Meeting time is 8:30 p.m. at the Coachella Valley Savings and Loan Association, 383 South Palm Canyon Drive, said Mrs. Kenneth Graw, league president.

The Appalachian Mountain Club, which maintains hiking trails and other facilities in the White Mountains of New Hampshire, is believed to be the oldest mountaineering organization in the Western Hemisphere.

Visit the
CADILLAC CORNER
Cadillac - Oldsmobile
Plaza Motors
North Indian at Amadeo
Phone FA 5-2572



MAN WITH A PROBLEM is Don Miller, president of the Palm Springs Area Antique Auto Club, who ponders the problem of which of his two vintage cars to drive in Saturday's Palm Springs Rose Parade. Miller finds himself forced to choose between his completely restored 1928 Franklin, front, or his partially renovated 1922 Dodge. But whichever car he decides to drive, Miller's parade

entry will form a striking contrast with new model cars entered by Palm Springs auto dealers. Several other Antique Auto Club cars are also scheduled to parade Saturday to help launch the Palm Springs Float Association's final drive for \$15,000 needed to build a Village entry for the Jan. 1 Rose Parade at Pasadena. (Desert Sun Photo)

Your Guide to the Finest Restaurants in the Resort Area



RAINBOW ROOM

Chinese Dinners

Family Style... From \$2.00
Also Food To Go
COCKTAILS

Highway 111 — Cathedral City — Phone FA 8-2613
Dining Room Closed Tuesday

MRS. KELLY'S DESERT CAFE

HOME COOKED
MEALS



Home-made Pastries
and Puddings
Featuring Sour-Cream
Dressing
Breakfast—Lunch—Dinner

Complete Dinner
From \$1.65

Closed Mondays, Highway 111, Cathedral City

AUTHENTIC
MEXICAN
FOOD
Also Steaks and Other American Dishes
Free Parking in Rear—Open till 12 a.m. Friday and Saturday
LAS CASUELAS

366 NO. PALM CANYON DRIVE PHONE FA 4-2321

Paul Cummins at the SPRINGS
RESTAURANT
COFFEE SHOP
DINING ROOM
PATIO LUNCHEONS
COCKTAIL LOUNGE AND BAR
ENJOY GOOD FOOD, COCKTAILS AND SERVICE IN THE DESERT'S MOST BEAUTIFUL RESTAURANT
Moderate Prices—Acres of Free Parking

W H Desi Arnaz
WESTERN HILLS Hotel

* For Your Listening and Dancing Enjoyment
DON ROSELAND TRIO
IN THE GLAMOROUS
SUNKEN BAR
★ Memorable Food at Reasonable Prices
★ Spacious refrigerated rooms with private patios Golf at adjoining Indian Wells Country Club for all registered guests.
Heated Swimming Pool
Located Between Palm Springs and Indio
Phone FIreside 6-6144

Laurie's
STEAK RANCH

Famous For Steaks

COOLED BY REFRIGERATION

Prime Chopped Sirloin Steak Dinner	\$1.65
Top Sirloin Steak Plate Dinner	\$1.75
N.Y. Cut Sirloin Steak Dinner	\$3.50
Fillet Mignon Steak Dinner	\$3.50
1/2 Fried Chicken (Pan Fried) Dinner	\$2.25
Prime Chopped Sirloin Steak Plate Dinner	\$1.25
Only	
Only	\$2.65

EARLY DINERS SPECIAL
ALL REGULAR BAR DRINKS 50c

Completely Refrigerated Banquet Room for Private Parties
OPEN YEAR 'ROUND EVERYDAY 4:30 PM.—SUNDAY 4 P.M.
ON HIGHWAY 111—JUST ONE MILE SOUTH OF THE
NEW ARABY POINT BRIDGE—PHONE FA 8-2400

PALM SPRINGS
Biltmore

Featuring the finest cuisine
in the beautiful
GARDEN ROOM
"Scrumptious" BUFFET Every Thursday
\$3.50
(Regular Menu if You Prefer)
POOLSIDE PICNIC Every Friday
\$2.50
Music and Entertainment
by the
A Superb Trio for Dancing or Listening
"THE PLAYERS"
DANCING NIGHTLY



Enjoy Breakfast, Lunch, Dinner and Cocktails in the Delightful

COMPASS ROOM

Charcoal Broiled Steaks, Chops and Fish
Pan Fried Chicken and many other entrees
ACE BALKIN—at the Piano Bar Nately

Desert Air HOTEL AND COTTAGES
PALM DESERT AIRPORT

Rio Del Sol Road — Rancho Mirage
Midway Between Indio and Palm Springs
Phones: Palm Desert FI 6-6137 — Palm Springs FA 8-3101

LEGAL NOTICES

No. 442 NOTICE TO CREDITORS

No. INDO 425 Estate of RUDOLPH E. MAUS, Deceased.

NOTICE IS HEREBY GIVEN by the undersigned Billie Maus, Administratrix of the Estate of Rudolph E. Maus, Deceased, to the creditors of and all persons having claims against the said deceased, to file them with the necessary vouchers in the office of the Clerk of the Superior Court of Riverside County, California, or to exhibit them with the necessary vouchers to the said Administratrix at the law office of Dewitt Clinton, 209 Oasis Building, Palm Springs, California, in Riverside County of Riverside, within six months after the first publication of this notice.

Dated at Palm Springs, California
August 13, 1958.

BILLIE MAUS,
Administratrix of Rudolph
E. Maus, Deceased.

Devin L. Clark, Esq.
209 Oasis Building,
Palm Springs, California.
Published October 3, 10, 17 and 24
1958.

No. 443 CASE NO. 8-186
October 1, 1958

Office of the

CITY PLANNING COMMISSION

NOTICE OF PUBLIC HEARING

NOTICE IS HEREBY GIVEN that the

Planning Commission of the City of

Palm Springs, California, will hold a

public hearing on Wednesday, October

16, 1958 at 3:15 P.M. in the City

of Palm Springs, California.

155 E. ANDREAS — Opposite California Electric

taising to zones affecting off-street parking lighting, manner of installations, architectural control, and permits.

All interested persons and the general public will be afforded an opportunity to be heard.

CITY PLANNING COMMISSION,
HERMAN RAKER,
Planning Director.

Published October 10 and 13, 1958.

Hurry! Season Opening

SALE

Prices Already the "Lowest"

—Now Lower Than Ever!

Open Evenings Until 7:00
Monroe's for MEN & BOYS
Clothing — Shoes — Sportswear
155 E. ANDREAS — Opposite California Electric



Where To Dine In The Desert Area

Your Guide to the Finest Restaurants in the Resort Area

Dine at

Eddie Dillon's
New Sage Room

In

Horace Heldt's
Lone Palm Hotel
with Chef

AL SHOOPMAN

Formerly of The Dunes
Palm Springs

1 Eureka Rex Sole
Dinner \$1.95

2 Spaghetti
Dinner \$2.50

3 Chicken in Pot and
Matzo Balls Dinner ... \$3.25

4 Fresh Cracked Crab
Dinner \$3.00

5 Breaded Veal Cutlet
Dinner \$3.95

6 Broiled or Fried
Chicken Dinner \$2.95

7 Top Sirloin Steak
Dinner \$3.95

8 Broiled Top Sirloin
Steak Dinner \$3.95

9 Lamb Chops
Dinner \$4.00

10 Broiled N.Y. Steak
Dinner \$3.95

Finest Food in
Palm Springs
Fine Service

Open to Public

Phone FA 4-1411
For Reservations

Ruby's
Dunes
FA 4-2686 FA 4-9014
DINING COCKTAILS

LARRY FOY at the Copper Piano Bar
JOE SPATA and his Accordion
Continuous Entertainment

pancakes that please everyone from everywhere
Uncle John's PANCAKE HOUSE
Locations Also in Santa Barbara, Las Vegas,
Santa Clara, San Francisco and More Coming
1983 North Palm Canyon Drive

The Sea Horse
363 North
Palm Canyon Drive
Phone FA 49559
Featuring
Fresh Sea Food
Dinners
and
Southern Pan Fried Chicken
The Best of Steaks
Harold's Fine Spaghetti
OPEN 12 TO 3 P.M.—
5 TO 10 P.M.
Imported Beers and Wines

You'll Enjoy
Dining in
Any of
These Fine
Restaurants

WHISPERING
WATERS
SUMMER RATES FROM \$6.00
EXCELLENT FOOD — COCKTAILS
CHICKEN DINNER \$2.25

Wear Your Swim Suit
Enjoy Dinner Cocktails and
A Swim In Our Pool.

OPPOSITE POST OFFICE IN
RANCHO MIRAGE
One Block Up From Highway 111
For Reservations Call FA 8-3131
TED DOAK, Manager

CIRONE'S BIT OF ITALY

ITALIAN FOODS
Imported & Domestic Wines
Dinners from \$1.75

Open Daily from 5:00 P.M. Closed Mondays

Baked Lasagna Wednesdays only

FA 5-2537 Member Diners Club
1255 South Palm Canyon Drive

DINING
OUT
IS FUN!

Sheppard's IN WHITEWATER
The Finest Cuisine — Served in Luxurious Surroundings
FEATURING PRIME EASTERN BEEF
COFFEE SHOP OPEN 24 HOURS DAILY
"May" Song Stylist in the Trail Room

TONY & MARILYN'S
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Three B&PW Clubs to Hold Joint Meeting October 9th

Commemorating National Businesswomen's Week, October 5-11, which is themed to "More Power Through Womanpower," the Coachella Valley, Desert Club of Cathedral City, and the Palm Springs Business and Professional Women's Clubs, will hold a joint meeting at Laury's Steak House on October 9, at 7 p.m.

Main speaker of the evening will be Mrs. Marjorie Hite, 3rd vice president California Federation of Business and Professional Women's Clubs and assistant vice president of the Bank of America, San Francisco. Her subject will be "How I Became a Successful Banker." Other speakers will be Mrs. Pat Wilson, editor of Southern District B&PW Club's "Southwind" magazine and member of the Elsinore Club who will tell "How I Became a Successful Writer and Lecturer." The third speaker's subject is "How I Became a Successful Birdwoman." She is Mrs. Beatrice Emery, president of the South Bay B&PW Club and a raiser and shipper of birds.

Three scrolls honoring a woman nominated by each club as "Woman of the Year" will be presented and nominees announced during the dinner.

Mrs. Marion Monette, Jr., past president of Southern District B&PW Clubs and chairman of career advancement for the Desert Club of Cathedral City, is dinner chairman.

She is assisted by Mrs. Helen Hester, Jr., past president of Coachella Valley Club, President Riverside County Council and public affairs chairman Coachella Valley; Mrs. Ada Jadin, Southern District health and safety chairman, and women in public office chairman, Coachella Valley; Mrs. Alice Otto, acting president, and Eudora Pace, corresponding secretary, Desert Club of Cathedral City; Mrs. June Travers, president, Corona; Mrs. Caroline Hawkins, 1st vice president, Oceanside; and Mrs. Eleanor Masse, 2nd vice president, Riverside.

For a variation of apple pie, sprinkle the top crust with grated sharp cheese in the last 10 minutes of baking. Let the cheese melt, then remove the pie from the oven. Serve warm.

Children love this variation of the peanut butter sandwich. Use raisin bread and sprinkle the peanut butter with brown sugar.

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Still salty from its journey from the land of enchantment is Diamond Head Sportswear from the International Market Place in Waikiki, Hawaii. Our new store in the Desert Inn offers not only the beauty of Hawaii brought out in silks and cottons, but in a low range of Hawaiian prices. We hope to see you soon in our new store in the Desert Inn and wish you all a warm Hawaiian Aloha.

P.S. We can outfit the whole family.

Lots of Luck!

How, What and Why Rules For Press Club Chairmen

by Hildy Crawford
Society Editor

As Palm Springs grows so the number of active clubs and organizations increases. At last count there were more than 50. These are the spark plugs that determine whether the Village makes steady progress or idles along. The combined memberships of these groups are an important part of the citizenry and include the men and women who are leaders in Village affairs. Stories of their meetings and projects record the progress of the community and are brought to you faithfully by your Desert Sun.

Most of these groups start their meetings again this Fall under new leadership and with chairmen who are willing but inexperienced.

Because an organization's public relations are so important, the press chairman is one of the most important of the committee chairmen. He or she should be an interested and informed member of the organization, should live in the Village, have a telephone, be available, reliable, unbiased, cooperative . . . and a sense of humor will help.

Recognizing that a few pointers may smooth the way for this new crop of press chairmen, The Desert Sun has prepared the following, which we suggest be clipped and saved.

How To Do It

Every newspaper has its own style and submitted copy will be edited to conform to that style. There is no set form that a press chairman must follow to have news printed. If it is NEWS it will be printed.

The smart press chairman, however, will meet these simple requirements:

1. Neat typewritten copy, upper and lower case . . . NOT all capitals; double spaced, on ONE side of the paper. If you haven't a typewriter, write clearly and PRINT names, NO carbon-copies, please.

2. Leave wide margins and plenty of space at the top. In the top left corner put your name and telephone number, and the name of the organization.

3. Plan to get a notice in before the meeting or event takes place. Call or send in dates for the Calendar several days in advance. If it is important enough for a follow-up story, get it in by the given day. A daily likes it's news on a Tuesday's news is news today, not a week later.

4. Keep a carbon of your stories and check it with published stories to see what changes were made in your copy.

5. Newspaper deadlines are not elastic. They can't be changed. Publicity and everything but late news must be in more than 24 hours in advance. If your story is meant for the Tuesday paper it should be in by 10 a.m. Monday or by putting a Release Date on your story you can bring it in earlier.

6. If the story goes to more than one newspaper, be sure the release date is the same for all. Put it in capital letters at the right of your copy.

Do's and Don'ts

DO remember the five "W" rule — who, what, when, where and why. This is basic and no story is complete without them. DO be accurate. Use dates as well as days of the week.

DO use names, for names make news, but be sure they are spelled correctly. Never consider a name complete unless it has two initials or a first name. Do not use "Mr." in writing men's names. To call a woman "Mrs. Mary Brown" implies that she is divorced. Correct usage for widows is still "Mrs. John Brown." The only exception where first names are used, as "Mary Brown," is in a service club and then all must be the same. Either use all with their husbands' names or all with their given names, in uniform fashion.

DO list officers with their names first, followed by their offices. Like this: Mrs. John Jones, president; Mrs. Charles Brown, vice president; and so on.

DON'T write your story like you were writing minutes. Stick to the pertinent facts, starting

Andersons Home
Mr. and Mrs. William Anderson who have spent the last three summers in Long Beach have returned to their home at Ramon Trailer Park for their fifth year.

Andersons are associated with the telephone company here.

J. ALFRED TRACKMAN, M.D.
Diplomat American Board of Pediatrics

Announces the Opening of Offices

at

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Palm Springs

Practice Limited to Children—Phone FA 4-1733

Delegates at Council Session In Hemet Valley

Six members of the Palm Springs B&PW Club attended the luncheon at Canadian Springs Resort Hotel, in the Hemet Valley, on Sunday, for the fall session of the Riverside County Council of the National Federation of Business and Professional Women's Clubs. Mrs. Helen Hester, president of the Coachella Valley Club, and president of the County Council, presided.

Mrs. Dorothy Ford of Sherman Oaks, who is president of the California State Federation B&PW and Consultant of Business Direction for the Los Angeles County Schools spoke on career advancement. She urged women in jobs to do away with "dead-end thinking," saying that advancement in any field can come only by being prepared and having the qualifications required for any particular position. In her definition of "luck," opportunity and preparation meet "head-on."

Another interesting report was given by Miss Nola DuePree of the Coachella Valley Club, who attended the B&PW International Conference at Mannheim, Germany, in August of this year. In her talk, Miss DuePree told how 73 nations were represented at this conference, in spite of which there was no language barrier, as the reports of the previous day were translated into the other languages and given the following morning. It was interesting to note, she added, that English was spoken by the majority of delegates from all countries.

Palm Springs B&PW Club members who attended the meeting were Mmes. June Travers, Mary McGraw, Eudora Whisenand, Berenice Jacobson, Mildred Blair and Dorothy Lynch.



IT WAS A SURPRISE for Mr. and Mrs. Raymond J. Hawkins of 1040 El Alameda, when their daughters, Mrs. Harold Smith and Mrs. B. C. Ferree of Mammoth Lakes, planned a party for them at the Smith home at 2033 Calle Lileta Tuesday night. The Hawkins were celebrating their Golden Wedding anniversary. (Desert Sun Photo)

Fiftieth

Anniversary Celebrated

Golden and bronze pompons decorated the table and a wedding bell with a gold "50" decorated the cake, setting the Golden Anniversary theme, when a surprise party honored Mr. and Mrs. Raymond J. Hawkins of 1040 El Alameda. The party, given by their two daughters and son-in-laws Mr. and Mrs. Harold Smith and Mr. and Mrs. B. C. Ferree of Mammoth Lakes, at the Smith home at 2033 Calle Lileta Tuesday night.

It was a complete surprise for the anniversary couple, who were married in 1908 in Hudson, Wisconsin, where they lived before moving to Palm Springs in 1951. Mr. Hawkins was a policeman in Hudson for many years.

There was an orchid corsage for Mrs. Hawkins and during the party a third daughter Mrs. William Frautsch in St. Paul, Minnesota telephoned a "Happy Anniversary" message to her parents. Guests at the party included Messrs. and Mmes. Landon Rich, Leo Wilkes, William Olsen, Pat Cohen, Gordon Krysan, Mrs. Evangeline Bond, Father Michael O'Donohoe, all of Palm Springs, and Mr. and Mrs. I. V. Bunnell of Covina.

The Desert Sun Friday, Oct. 3, 1958 6

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JACK CONSTANZO and his fabulous group

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WAIKIKI STORE

Churchwomener Open Season At Luncheon

Members of the Church of Jesus Christ Latter Day Saints opened the season's work of the Women's Relief Society with a Chinese Luncheon on September 30.

Clever and authentic decorations were in the Chinese motif with oriental characters on the place mats, napkins and tiny Chinese umbrellas served for the name settings. The tables were low, in the Chinese custom, and approximately 80 guests enjoyed chow mein and fried shrimp, sitting on low cushions. Flower decorations also blended in with the theme with wisteria vines and bougainvillea intertwined with the Chinese lanterns.

The luncheon was held at 271 Ocotillo, their present Church. A dinner is also planned for this Friday at the same address. After the dinner, square dancing will be enjoyed by those attending. Sponsors of the dinner are the Mutual Improvement Association of the Church and the purpose of Friday's gathering, October 3, is to help the Building Fund so that a new church may be built on the ground purchased for this purpose. Suggested donations are \$5 a plate.

Those who attended Tuesday's luncheon included: Betty Eakins, Cora Ensign, Ida Fuller, Mr. Futrell, Ann Galagher, Effie Gardner, Crysta Croer, Mary Low Hall, Vivian Hayes, Catherine Miller, Thelma Myler, Murval Pack, Isabelle Patch, Eva Smith, Sandra Smith, Margaret Tanner, Gloria Walters, Elva Wilson, Eleanor Wiswell, Lou Wiswell, Myrtle Evelyn, and Mrs. Reese.

Mrs. Reese, president of the auxiliary of the Angel View Crippled Children's Hospital of Desert Hot Springs, was a special guest.

Dean Gilcrest, president, and Clyde Crow, counselor, were also present at the luncheon.

Girl Scout Roundup Rally

The Senior Roundup Rally of the Senior Girl Scouts of the Desert Sky Council which includes all of Coachella Valley, Beaumont, Banning, Palm Springs, Indio and Mountain Center, will be held Saturday morning, October 4, from 10 a.m. to 3 p.m. at the Girl Scout House on the grounds of the Katherine Finch School.

Preliminary training will be offered for the 1959 world wide senior roundup which is to be held in Colorado Springs, Colorado.

Have Guests

The Harold Lumleys of 1220 South Camino Real, returned home Wednesday from Laguna Beach where they have been staying for the past three months. They have as their houseguests Mr. and Mrs. H. B. Melrose of Orlando, Florida.

BOOKS

Latest novels — Non Fiction
Adventure — Biography
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BOOK SHOP**
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Phone FA 5-5684

The Desert Sun Friday, Oct. 3, 1958

Around Town with Hildy Crawford Phone FA 5-5005

Thursday night was typical of this time of the year . . . opening one spot . . . closing a popular summer program . . . and taking a look ahead to the opening of another favorite restaurant . . . Horace Heidt and his twin sons Jack and Jerry opened the diningroom at Lone Palm Thursday night . . . and diners again admired the towering palm trees and enormous swimming pool that distinguishes this spot . . . and were greeted by the Heidts and Eddie Dillon . . . Ed Thrasher of Capitol Records was dining with the Jack Heidts . . . and the Ron Ellises were at a nearby table . . . There were lots of familiar faces in the dinner crowd . . . like Earl Strebe . . . Pat O'Dea and Eddie King, who will be opening the Beachcomber on October 9 . . . Pat told me that Sunny Sund is in a Burbank hospital with a broken hip and will not be in the Queen's Chair for this year's opening . . .

A protege of Horace Heidt, a young composer . . . who is also in TV and movies . . . Al Brunner played some special music during the dinner hour . . .

Hilma Mae came by to say "hello" . . . and her hair was an exciting new color . . . which she assured me is called "Tickled Pink" . . . I'm not sure but I think you may see it at that hair styling show that's coming up at Biltmore . . .

Oscar and Gurli Gilbert of Town and Country were on a restaurant man's holiday . . . dining out . . . and eating someone else's cooking . . . It was like old home week . . . with even one of my favorite waitresses there to serve us . . . Florida from Desert Inn . . .

From Lone Palm we dropped by Chi Chi . . . where they were winding up the last of the summer Beer Festivals . . . and Clessa Williams told me she is returning to the Ranch Club and will again be the featured soloist with the Hal White Trio . . . Ranch Club devotees will be delighted to hear this . . . for Clessa seems to belong there . . .

The Barney Hinkles came in with three guests . . . Father Michael O'Donohoe . . . and two visitors . . . Father William Clavin in Arrowhead and Father Tom Briodi of Crestline . . . and all three reminded me that I had an Irish great-grandmother . . . Father Clavin was here a number of years ago and he and Father O'Connor started St. Theresa School . . .

Busy-busy-busy . . . and tomorrow two of our biggest hotels . . . traditional Desert Inn and glamorous El Mirador open quietly for another winter season . . .

Dr. Sam and Dorothy Salinger who spent the summer abroad head-quartered in Italy while they toured Europe . . . are enroute home . . . lured by the thought of "some real hamburgers, steaks and baked potatoes" . . . They sailed September 23 and expect to be home here in Palm Springs by next Friday . . .

Writing that they have "seen the best of Europe" they add they will be happy to see the good old U.S.A. . . . New York, Chicago and Palm Springs . . .

Gayle and Herbert Burns are



EXTENDING A WELCOME to Lone Palm Mr. and Mrs. Jack Heidt, standing, were photographed with Mr. and Mrs. C. Ronald Ellis Thursday night as the diningroom opened for the winter season.

Featured on the cover of the menus is the stately palm for which Lone Palm is named. (Desert Sun Photo)

Social and Club CALENDAR

(Clubs and organizations are invited to call in calendar dates to FA 5-5005.)

October 6

Beta Sigma Phi, Tau Sigma Chapter, 981 Parocela Place, 8 p.m.

Palm Springs Business Women's Club, Board Meeting, 495 N. El Segundo, 8 p.m.

Frontier Post 5987, VFW, Regular Meeting, 8 p.m.

October 7

Kiwans, Chi Chi noon.

Soroptimists, Howard Manor, 12:15 p.m.

Los Compadres, Clubhouse, 8 p.m.

October 8

Rotary Club, Chi Chi noon.

Palm Springs Business Women's Club, 196 North Palm Canyon noon.

P. S. Optimists, Howard Manor, noon.

Shrine Club, Pre-Ceremonial Stag Luncheon, Biltmore, Noon.

October 9

Lions' Club, Chi Chi noon.

OESTA Club, Luncheon, Howard Manor, 12:30 p.m.

Joint Meeting B&PW Club of Palm Springs, Cathedral City Desert Club, Coachella Valley Club, Steak Ranch, 7 p.m.

Exchange Club, Steak Ranch, 7:30 p.m.

Beachcomber opens.

October 10

Western Party, Ranch Club.

westerners prefer the



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the west's largest hotel
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or teletype LA854

Family Planning

Two Years Abroad

Jean Valerie Valkis, who was here with the Playhouse three years ago, is directing the Pioneer Day play at Twentyone Palms for October 17-19, and is writing her first play.

Daughter Jo-Ellen is at Idyllwild where she has been studying with Miranda and Marais (folk song concert singers) and appeared in several leading roles in summer plays at the resort Arts Foundation. November 10, when Miranda and Marais leave on tour, she will join her mother and brother. The family is planning a year in Mexico and another year in Greece and Italy, before returning to Palm Springs.

Mrs. Machris said she had enjoyed the summer . . . flying about Europe in jet planes . . . and Ingleside will be opening its gates on October 31 . . .

Elsinore Machris is home in Palm Springs . . . after spending the summer abroad . . . engaged in some work for the City of Hope . . . assisted by John Haskell she made preliminary arrangements for talent shows that will be staged in different countries to raise money for different charities in each country.

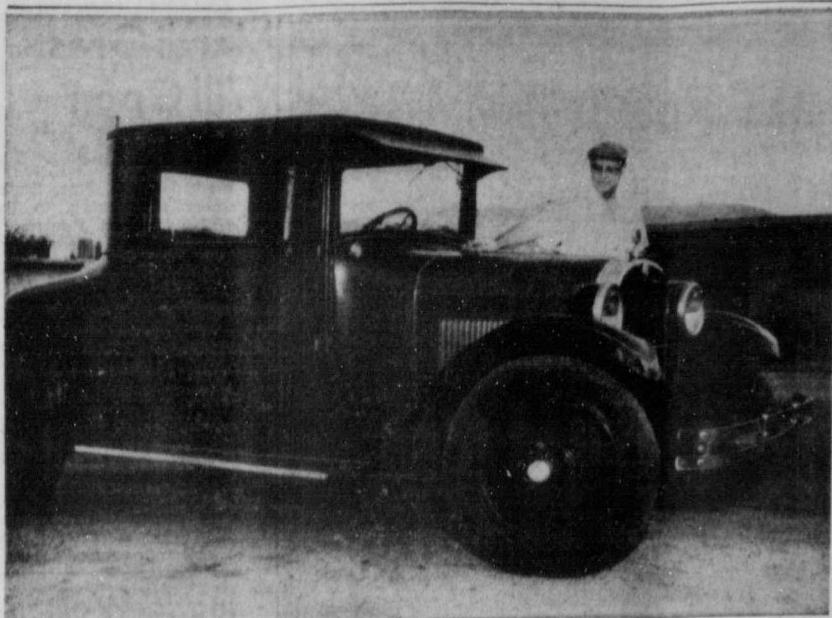
Mrs. Machris said she had enjoyed the summer . . . flying about Europe in jet planes . . . meeting the international set . . . and that the weather had been marvelous . . . Her stay in London was particularly a happy one she said . . .

Already she is planning a return trip . . . going to St. Moritz in January . . . and taking a villa in Capri for next May . . .

This weekend . . . Johnny Boyle and Earl Henderson will be riding with Los Charros Desertiers on their third trek through the picturesque Santa Cruz County in Arizona . . . They ride as the desert cowboys in the early days when they assembled for the big round ups and cattle drives . . . and will re-live many hours as companions on the trail . . . This year the ride starts from the famous old Mission at Turnacacori (this mission will celebrate its 50th year as a national monument) . . . and will continue through extensively developed ranches . . .

Johnny will entertain with his songs around the camp fires . . . and there will be races, rodeo contests, gymkhanas and a fiesta

westerners prefer the



WITH PRIDEFUL CARE. Dr. W. A. Grouws carefully polishes his handsome, 1926 Dodge coupe preparatory to its entry in Saturday's big Palm Springs Rose Float parade. The parade which features a lengthy lineup of vintage cars, entered by the Palm Springs Area Antique Auto Club, is the kickoff of the final Palm Springs Float Association campaign to raise \$15,000 for financing of a

Village entry in the Pasadena Rose Parade Jan. 1. Brand new model cars are also listed in the parade lineup, along with riders from the Los Compadres Club, various celebrities and musicians from Village night clubs. Parade time is noon. The parade route runs from the El Mirador Hotel to The Plaza. (Desert Sun Photo)



100 Students Are Registered In Jewish Religious School

More than 100 students have already registered for the Religious School sessions at the Jewish Community center, 332 West Alejo Road, with another 25 or more anticipated as old members return to Palm Springs, according to Herbert F. Hass, chairman of the School Board.

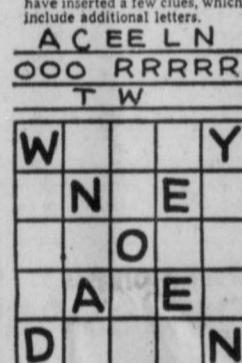
Carefully planned curricula for all classes from pre-kindergarten through tenth grade with weekly assemblies presenting special programs of films and music have been scheduled by Cantor Erwin Halpern, educational director.

SEVERAL NEW teachers have been added to the faculty with classes being held in two sessions, one from 9 a.m. to 10:45 and the other from 10:30 to 12:30 p.m. been equipped with refrigeration and new equipment is constantly being added to make this the most modern of religious schools.

ON THE TEACHING staff are Sue Grossman, Rosalyn Bronstein, Barbara Kozen, Rose Powell, Mariu Ruskin, Nicki Marx, Don Levy and Morris Steinberg. Rabbi

CRISS-CROSS

RULES: Using the following 16 letters in the blank squares below, how many words can you form either vertically or horizontally? Use same word only once and no plurals please. When words contain less than 5 letters and are in same line, add "TO" and 3 points. For word "ICE" add 3 pts. for word "ICE" MAXIMUM NUMBER OF POINTS PER LINE IS FIVE. To assist you, we have inserted a few clues, which include additional letters.



Authority: Merriam-Webster dictionary

SCORING: Now Author Scored Yesterday
5-letter words, 5 pts. **BLAST** 5
4-letter words, 4 pts. **RAGER** 5
3-letter words, 3 pts. **ARENA** 5
2-letter words, 1 pt. **SVATS** 4
Highest possible score is 50 pts. **HARSH** 5
TOTAL 47

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Woman's Club To Meet Oct. 7

DESERT HOT SPRINGS—First October meeting of the DHS Woman's Club was today scheduled for 1:30 p.m., Oct. 7, at the home of its president, Mrs. Myrna Newman, 66-174 Club Circle Drive.

Mrs. Newman also reported that Oct. 14 is the date for the regular board of directors meeting and, she noted, a Bavarian dinner is planned for Oct. 21.

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Reverse Charges



State Voter Has \$5.17 Share In New Earnings

Every California has a \$5.17 share in the State Treasury—representing the increase that State Treasurer A. Ronald Button has earned for them since he took office less than two years ago.

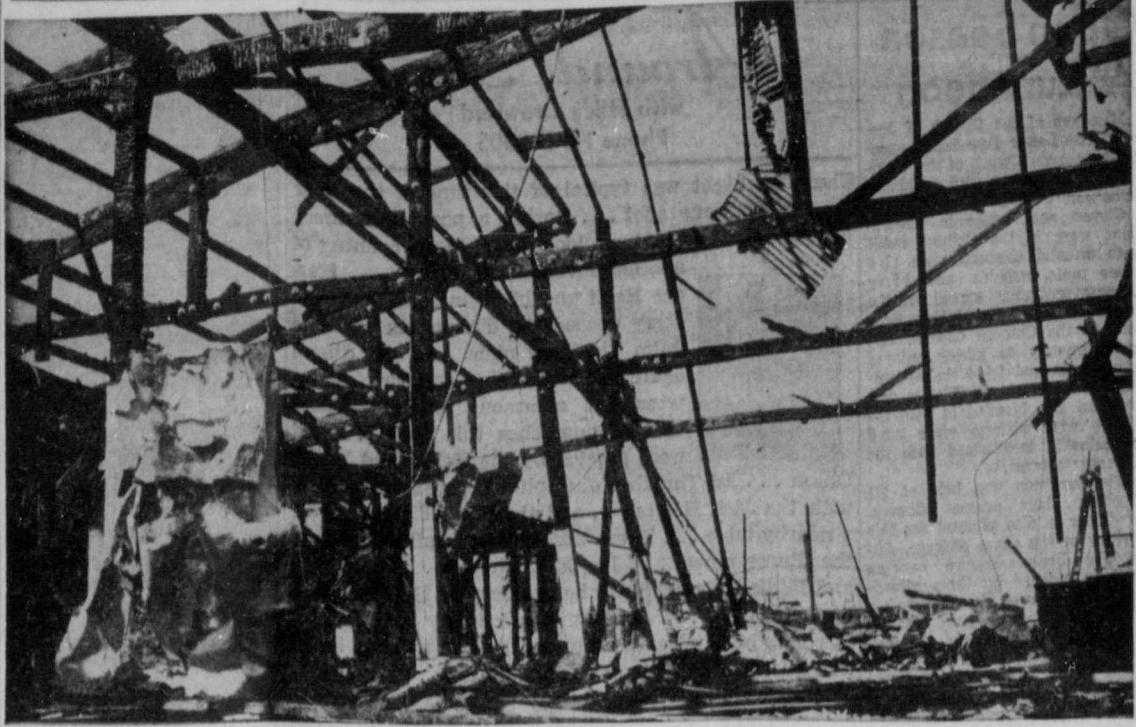
Button reported that increase this week in a luncheon speech to the San Diego Kiwanis Club at the San Diego Club.

BUTTON SAID that his investment of surplus Treasury funds has earned \$31,000,000 during that short period, as a result of careful study and planning he instituted.

Earning this huge sum, Button said, was possible by a reinvestment plan that has seen interest rates from 1 percent to 1.5 percent to as high as 3 percent.

Through an independent study Button determined that only \$37,000,000 of the State's \$400,000,000 to \$500,000,000 surplus need be on deposit without bearing interest, he said.

The balance of State funds Button has invested in Treasury notes and in bank accounts paying maximum rates of interest. The 3 per cent rate is the highest ever earned by State funds, Button said.



FIRE COMPLETELY destroyed the Joe E. Kelm warehouse in a spectacular \$135,000 blaze in Indio early Wednesday morning. Six firemen were treated at Casta Hospital after inhaling large quantities of a variety of gases, released from burning detergents stored in the warehouse. Robert Wilcox, operator of the Wilcox Sales Company, which is leasing the building for storage of janitorial supplies, including waxes, aerosol bombs, liquid and solid soaps and chemi-

cals, placed the value of the contents of the warehouse at approximately \$35,000. Firemen fought for seven hours to attempt to beat back the blaze, but it was not brought completely under control until 11 in the morning. Cause of the fire was not determined by the fire marshal. As can be seen in the photo, only the gaunt and charred main beams of the warehouse, largest of a row of buildings along the Southern Pacific Railroad tracks, remain. (Gilligan Photo)

60 School Children Enjoy Pet Show at Palm Desert

PALM DESERT—Sixty children and their parents spent a day at a pet show where the closest of their canine friends and companions were paraded, judged and awarded

blue ribbons on the basis of size, grooming and unusual appearance. Judges of the show were Mrs. Warren McClain and Samuel Snodgrass.

Cats, fish and other pets also came in for their share of honors.

Firemen Stop Small Brush Fire

City firemen squelched a small brush fire Thursday morning that flared up on a vacant Camino Real lot near Highway 111.

Both cracked the existing record of 4 hours, 32 minutes set earlier by another F100.

Lofty Motives

NEW YORK — (UPI) — Philip Casoria, a 21-year-old engineer, told police he climbed to a tower top above the East River because he wanted a "lofty spot to think things over" after a quarrel with his sweetheart.

The original painting of "Washington Crossing the Delaware" by Emanuel Leutze, who sold it to the German government, was destroyed in 1942 during an Allied air raid in Bremen.

Resort area residents were today invited to attend a square dance at Indio's Roosevelt School auditorium at 8 p.m., Oct. 4.

Sponsored by the Daisy Chain Gang, the dance features Bob Ferraud, as caller. Admission is \$1 per person.

Both cracked the existing record of 4 hours, 32 minutes set earlier by another F100.

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Phone Owner for Appointment DI 7-1476

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The Desert Sun

Friday, Oct. 3, 1958

9



GI Loan Figures in Nation, Southland Continue High

National GI loan figures for increase in appraisal activity. August remained high despite the general tightening in availability of mortgage funds. Chester W. Henry, Jr., loan guaranty officer of the VA regional office at Los Angeles, said today.

Mortgage applications and VA starts were up compared with July figures, he said, but this reflects the past several months'

Nationally, home loan guaranty applications rose 11.5 percent to 21,429 compared with 19,213 in July. GI starts in August were up 23.9 percent to 13,156 from July's 10,620.

Here in the Southern California area, Henry said, loan guaranty applications rose 7.7 percent to 1,062 compared with 1,005 in July.

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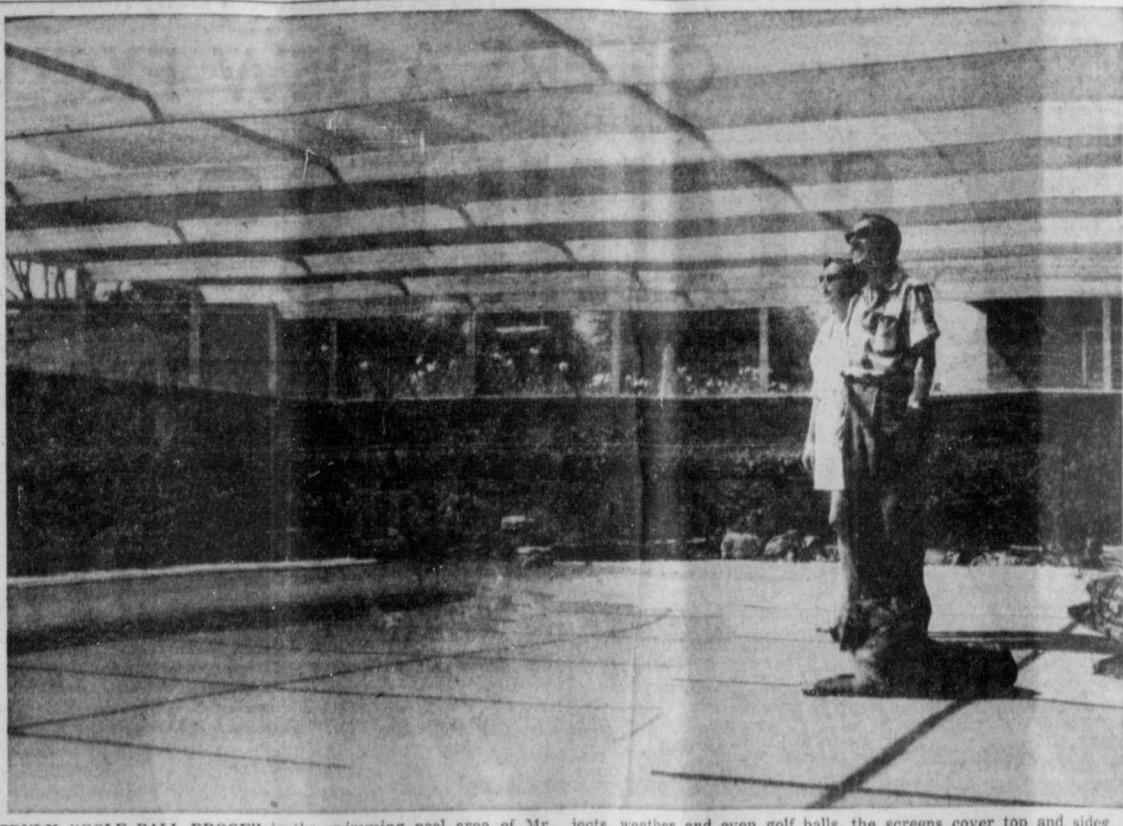
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OUR
11th
YEAR



TRULY "GOLF BALL PROOF" is the swimming pool area of Mr. and Mrs. E. M. Jorgensen, of Jorgensen Realty in Cathedral City. Mr. and Mrs. John Saville view the completed Fiberglass screen enclosure for the pool, installed by Saville and Associates, of North Palm Springs. Virtually impregnable to insects, wind-blown ob-

Saville Unveils New Concept In Pool Covers

Desert screen man John Saville today unveiled a new concept in swimming pool coverings—it's an idea calculated to make any swimming pool "golf-ball proof."

Saville, who operates John Saville and Associates screen company in North Palm Springs, has completely enclosed the swimming pool and yard area of a Cathedral City home with Fiberglass screens.

THIS NEW INNOVATION in pool coverings, marking its first appearance in the resort area or, for that matter, Southern California, offers undiluted sunshine while it completely safeguards a pool area from vagrant insects or objects usually borne on the wind.

"It's particularly handy for country club-type homes," Saville pointed out. "You'll never have golf balls in your pool with a screen like this."

Braced by anodized aluminum beams and stanchions, the screening covers all sides and the tops of the pool area at the home of Mr. and Mrs. E. M. Jorgensen, 69-74 G Street.

It measures 33 feet by 55 feet and the largest unsupported area measures 33 feet.

"This is the first time we've tried anything like this in Southern California, although it has proved highly successful in Florida," Saville related.

SAVILLE IS THE franchised desert agent for the Aluminum Screen Products Company of California, makers of the pool screening equipment. Saville's agency, however, handles all kinds of screening, and patio roofing, particularly aluminum.

"YOU DON'T HAVE to clean a pool all the time with screens," Saville said, "and you won't need screens on the rear doors and windows of your house."

Saville claimed the screening is virtually indestructible.

"Fiberglass," he remarked, "is impervious to anything—and all the components are completely weatherproofed."

Gardening in the Desert

The time is coming around when feet, and keep them higher if possible.

IF THE AMATEUR gardener is starting from scratch in virgin soil he should give a thought to preparing the soil and waiting until bareroot roses appear on the market in January and February. He would find them more economical than roses raised in cans.

Unless partially protected from strong winds and summer's blazing heat roses cannot here do justice to themselves. Here we have to be satisfied with longer periods of dormancy while doing our best to destroy damaging insects and keeping the plants alive with regular irrigation. We should now tackle the pruning and feeding of our bedraggled rose bushes.

THE STATELY ROSE tree is not prevalent on the desert but rose bushes and climbers prevail. We have found it advantageous to prune rose bushes and climbers at this time, and to cut away the damage done by the summer sun.

Be kind to the roses by sharpening your pruning scissors so that there will be no ragged ends when you have completed this important chore. First, cut out all dead wood and cross branches; then, after studying the uprights, cut out the poorest ones until you have four from six left over; do not cut any of these below two

feet and the largest unsupported area measures 33 feet.

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WHEN THE KIDS get the urge to take the furniture apart, you can turn them loose on this. It's like a puzzle toy with lock joints which hold the parts together while in use and then allow the pieces to slip apart easily for storage or play. All the parts can be cut from one panel of fir plywood.

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amount of leaf mold or humus and manure, watering the mixture generously.

This should be done about a month before planting so that when the plant is secure in its new bed, the soil will be rich enough to entice the slender roots downwards instead of their usual tendency of growing upwards. For the lack of space we will continue the rose story in next week's issue.—T.G.M.

More Emphasis Placed on Light At Start of Fall

Lighting doesn't seem important to us when the summer sun shines brightens our mornings and evenings. But when October comes, it won't be long before most of our reading, sewing, cooking, studying, will be done by electric light.

Seeing is dependent on three things—the eye, the object, and light. Of these three, the one that is easiest to control is light. Thus, when seeing becomes difficult, we often take our work to a location where light is better or provide additional artificial light on the work.

If light is inadequate, the endeavor of the eyes to adapt themselves to the situation may cause eyestrain, which, if it occurs frequently may cause the eyes to become permanently impaired. This is especially true with children. The eyes of older people lose some of the power to see small objects. Improved lighting helps compensate for both these conditions.

The ease with which objects may be seen depends on their size, contrast, brightness and the length of time they are exposed to view. The contrast of black ink on white paper makes the page easily legible. A bit of glass or shiny metal may catch the eye because of its brightness.

Good light is an aid to good health as well as to the comfort and the efficiency of the worker. Nervousness and irritability, mental depression, physical weariness, and impairment of certain bodily functions often may be traced to eyestrain.

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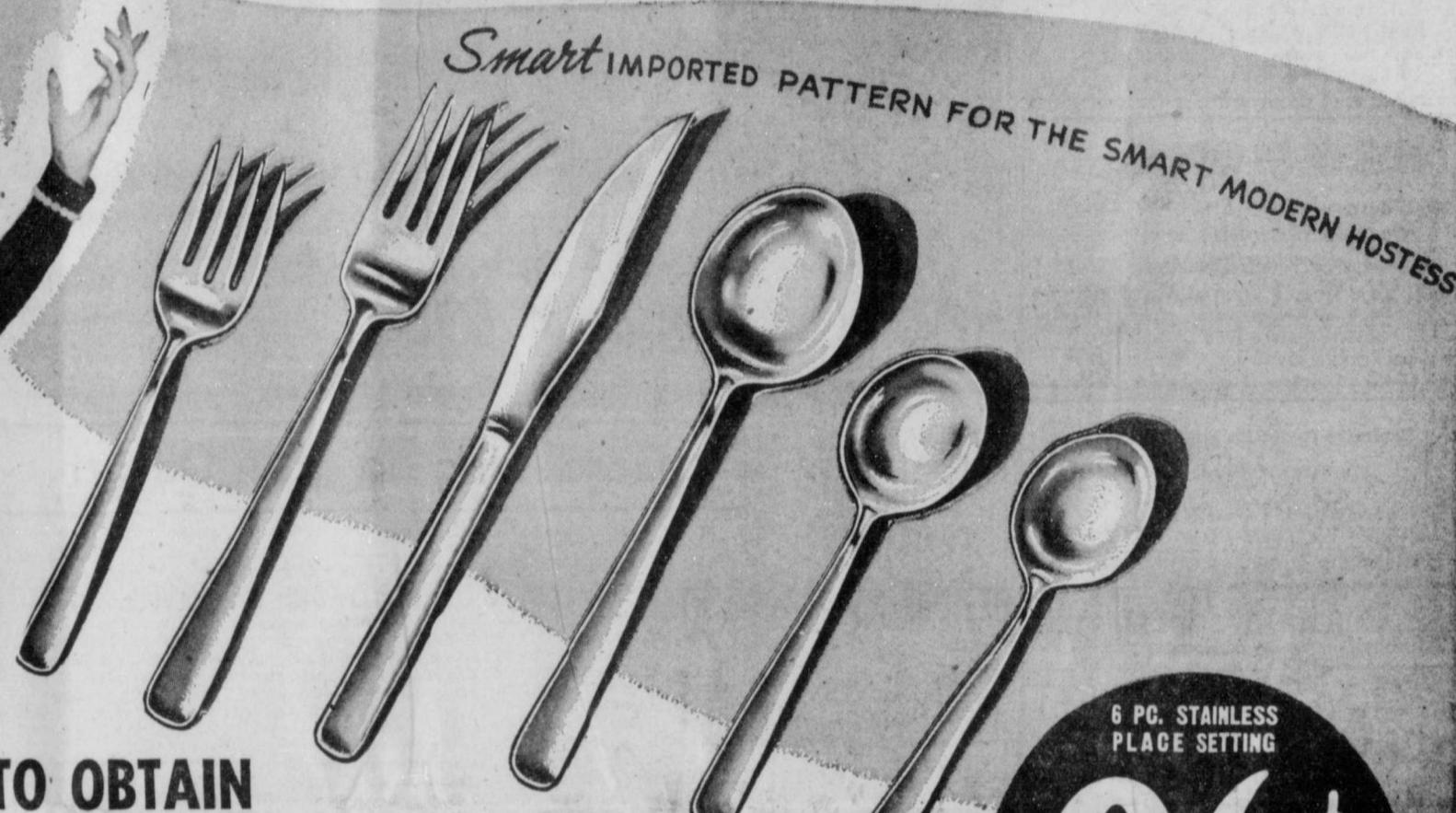
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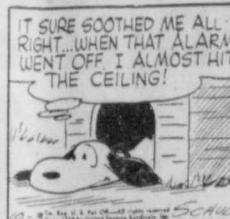
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THE DESERT SUN

174 North Palm Canyon Drive
THE CENTER FAirview 5-5005



Tom Danson's television log

9:30	
1	Person To Pers.
2	Harbor Comm.
3	Thin Man
4	Theater
5	Playhouse 90
6	Movie
7	West Point
8	Little Rascals
9	Badge 14
10	Stone Century
11	Tom Dugan
12	Jungle
13	7:30
14	Jackie Gleason
15	News
16	Trackdown
17	Dr. Hudson
18	Carnival
19	Champions
20	Snow Patrol
21	Rascals
22	Industry
23	Fun House
24	Mickey Mouse
25	News
26	Week-End
27	Rift Tin Tin
28	Oscar Levant
29	This Day
30	Hiway Patrol
31	Jungle
32	8:45
33	News
34	Fri. Flight
35	Ponies
36	Annie Oakley
37	San Diego
38	Cartoon Express
39	6:15
40	8-News
41	Frontier Dr.
42	6:30
43	Honeymooners
44	News
45	Traffic Court
46	Jeffs Collie
47	Racket Squad
48	6:45
49	Bob McCall C-3
50	4-Sports
51	5-Sports
52	6:45
53	China Smith
54	8-News
55	Anybody Can
56	9-News
57	Look at Labor
58	4-Juke Box Jive
59	7-Rumors Theater
60	7-Tom Dugan
61	10:00 p.m.
62	Look at Labor
63	4-Juke Box Jive
64	7-Rumors Theater
65	10:15
66	4-Movie
67	8-News
68	11:15
69	China Smith
70	8-News
71	Anybody Can
72	9-News
73	Look at Labor
74	4-Juke Box Jive
75	7-Rumors Theater
76	11:30
77	4-Movie
78	8-Jack Paar
79	12-midnite
80	2, 8-Hiway Patrol
81	13-Movie
82	9-p.m.
83	8-Lineup
84	3, 4-M-Squad
85	7-I'm the Law
86	5-L. Finley
87	8-Daily Word

(c) Colorcast Saturday 5 p.m.	
1	Wanted
2	Jet Jackson
3	Western
4	7 p.m.
5	Political
6	Jubilee
7	Vacan n Time(c)
8	Auto Races
9	Duffy's Tavern
10	Sports
11	12-Movie
12	Frontier Dr.
13	7:30
14	Laurel, Hardy
15	3-Texas Rangers
16	Joe Palooka
17	Sports Club
18	Topper
19	5:45
20	9-News
21	Our Miss Brooks
22	7-L. Welk
23	Frontier
24	Eugie Bunny
25	This Day
26	Blondie
27	Heart of City
28	6:30
29	Perry Mason
30	Big Game
31	5-Political
32	7:30
33	Dead, Alive
34	Pat Boone
35	Fee Are Funny
36	Special Show
37	Playhouse
38	8 p.m.
39	Gale Storm
40	4-Reserve
41	Sammy Kaye
42	Town Hall
43	10:30
44	Bridge, Brown
45	Tom Hite
46	Tom Dugan
47	11 p.m.
48	3-Bingo
49	4-Theater
50	5-Jimmy Clark
51	6-Sheila Cochise
52	7-S. F. Boat
53	10:00 p.m.
54	2, 8-Gale Storm
55	3-Reserve
56	7-Sammy Kaye
57	11-Town Hall
58	12-midnite
59	4-Movie
60	13-Tom Tugger
61	14-Movie
62	15-Movie
63	16-Movie
64	17-Movie
65	18-Movie
66	19-Movie
67	20-Movie
68	21-Movie
69	22-Movie
70	23-Bowling

KDES - dial - 920 1000 Watts	
National News Every Hour on the Hour	
Local News Every Hour on the Half Hour	
A. M.	
6:00	Sign On
6:01	Give Us This Day
6:02	Don Meyer Show
6:30	Local News
6:35	Don Meyer Show
7:00	News
7:05	Don Meyer Show
7:30	Sports
7:35	Don Meyer Show
8:00	World and Local News
8:10	Don Meyer Show
8:30	Local News
8:35	Don Meyer Show
9:00	News
9:05	Don Meyer Show
9:30	Local News
9:35	Don Meyer Show
10:00	News
10:05	Cliff Miller Show
10:30	Local News
10:35	Cliff Miller Show
11:00	News
11:05	Cliff Miller Show
11:30	Local News
11:35	Cliff Miller Show
12:00	World and Local News
P. M.	
12:05	Frank Day Show
12:30	Local News
12:35	Frank Day Show
1:00	News
1:05	Frank Day Show
1:30	Local News
1:35	Frank Day Show
2:00	News
2:05	Frank Day Show
2:30	Local News
A. M.	
5:35	Sign On
6:00	News
6:05	Weather
6:10	Sports
6:15	Elliott Litt Kaper
6:20	Police Report
6:25	Elliot Litt Kaper
6:30	News
6:35	Elliott Litt Kaper
6:40	Police Report
6:45	Elliot Litt Kaper
6:50	News
6:55	Jan. Jain Show
7:00	News
7:05	Acu. Hawkins Show
7:10	News
7:15	Smith Show
7:20	News
7:25	Wrapup
7:30	Sign Off
7:35	News
7:40	Weather
7:45	Sports
7:50	Police Report
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11:00	News
11:05	Wrapup
11:10	Sign Off
11:15	News
11:20	Weather

Indian Gridders Hit by Injuries, Illness

Key Players Out of Vista Game Tonight

Major changes in the starting lineup of the Palm Springs Indians was indicated today, when Coach Clare Ballagh announced that two starting players will probably be out when the Indians meet Vista tonight there.

End Gary Easton is suffering from a foot infection which will keep him out of the game at Vista.

NBA Promoting Patterson Rival

MILWAUKEE (UPI) — The National Boxing Assn. said today that it hoped to see a match between Ingemar Johansson of Sweden and Zora Folley, Chandler, Ariz., to determine the best contender for Floyd Patterson's heavyweight crown.

"We would like to see Johansson who is rated second meet Folley, currently No. one," said Fred J. Saddy, chairman of the NBA rating committee. "The outcome . . . would result in creating interest in the heavyweight division and provide a rightful and undisputed challenger for the heavyweight title."



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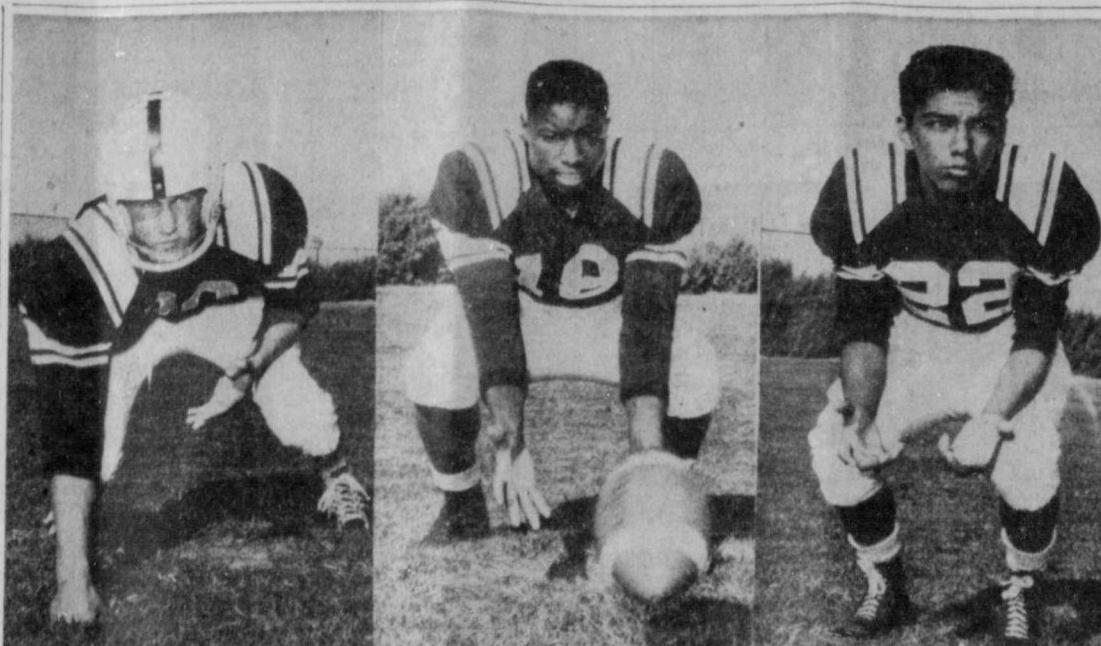
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THESE THREE Palm Springs Indians will probably be out of play for tonight's game with Vista. Left to right, Gary Easton, Indian end, is suffering from a foot infection; Cleo James, Indian fullback, left school yesterday with a sore throat; and Tony Gomez, Indian

quarterback, suffered a sprained arm in a scrimmage play. The Vista game is the final practice game of the season, with Palm Springs meeting Beaumont next Friday in the first Riverside County League play. (Desert Sun Photos)

Rush Named to Start 3rd Game For Milwaukee

NEW YORK (UPI) — Bob Rush, 32, a right-hander who never before has played in the World Series, today was named to start Saturday's third game of the classic for the Milwaukee Braves against Don Larsen of the New York Yankees.

Rush, who had a 10-6 record this season, came to the Braves last December from the Chicago Cubs in exchange for pitcher Taylor Phillips and catcher Sam Taylor. The fast-baller spent most of his career in the second division and called his assignment for Saturday "something I've been hoping for all my life."

Milwaukee Manager Fred Haney was torn between Rush, rookie Carlton Willey, and left-hander Juan Pizarro for his third-game starter, but finally settled on the bespectacled ex-Cub because of his "greater experience." This is Rush's 11th major league season and, facing Larsen, he will be in a position to put the Braves three games up in the current series.

Both teams engaged in light workouts under overcast skies at Yankee Stadium today. The next three games are scheduled to be played in the stadium.

Rush and Larsen both said they were in excellent shape and ready to go. The third game starts at 9 a.m. p.s.t. Saturday.

Vasquez Decks Moser for 19th

LOS ANGELES (UPI)—Undefeated Mauro Vasquez, 130½, scored his 19th consecutive victory Thursday night with a sixth-round knockout over California featherweight champion Jimmy Moser at Olympic Auditorium.

The handsome, hard-punching Mexican, a 3-1 favorite, floored Moser, 131½, in the third, fifth and sixth rounds. Referee Jimmy Wilson stepped in after 45 seconds of the sixth and stopped the fight.

Anthony Favored 3-1 Over McBride

BALTIMORE (UPI)—Tony Anthony of New York, the No. 2 contender in the light-heavyweight ranks, will be gunning for a quick knockout tonight when he battles trialhorse Archie McBride of Trenton, N. J., in a scheduled 10-round rematch at the Coliseum. Anthony is a 3-1 favorite.

BEES SHOW PROFIT

SALT LAKE CITY (UPI)—The Salt Lake City Bees baseball club has reported a profit of \$15,000 in its first year in the Pacific Coast League.

SPORTS in the SUN

The Desert Sun

Friday, Oct. 3, 1958

12

Favor Troy by 7 Over Tarheels

By GARY KALE

United Press International

The North Carolina Tar Heels hope Horace Greeley's advice to go west will help them bounce back from a poor season's start with an upset over Southern California in tonight's top college football game.

Coach Jim Tatum's North Carolinians will be a seven-point underdog for the Los Angeles Memorial Coliseum clash. The Tar Heels lost to Clemson, 26-21, last week, and dropped a 21-14 contest to North Carolina State in their opener.

The Southern California Trojans, with probably their best

team in several seasons, whitewashed Oregon State, 21-0, in their opener and dropped a close one to Michigan, 20-19, last week.

George Washington, with a game postponed last week by Hurricane Helene, takes on Southern Conference host Furman in the only other major game tonight.

On Saturday, three of the nation's top teams—Army, Notre Dame and Pittsburgh—engage tough opponents.

Coach Earl Blaik's fifth-ranked Army eleven, employing a new "proto-type" style of offense, rules a 10-point choice against visiting

Penn State in the top game of the East.

Notre Dame, ranked sixth nationally, hits the Texas trail with a visit to Dallas for an intersectional encounter with Southern Methodist.

Pittsburgh, displaying a wide-open game and a powerful line,

seeks its third straight of the season with another major game tonight.

Top-ranked Oklahoma is a 21-point favorite over visiting Oregon in another intersectional clash and Michigan State, second-ranked, rules a 13-point choice against visiting Michigan in a Big Ten outing.

Dawson Reaches Semi-Finals in Senior Turney

Johnny Dawson of Eldorado Country Club, and defending champion Clark Espie entered the semi-finals of the USGA National Seniors Golf championship today with both favored to win and face each other in Saturday's final.

Dawson of Palm Desert, who is National Senior Association champion, teed off with Ross McDade of El Centro, Calif., while Espie, of Indianapolis, Ind., tangled with Thomas Robbins of Pinehurst, N. C. in the other match.

Both Dawson and Espie won

Thursday's matches with smooth accuracy.

Dawson took the first four holes with three pars and a birdie to coast to a 6 and 5 victory over Harold B. Ryder of Siasconset, Mass. Espie downed sentimental favorite Chick Evans, Jr., 66-year-old of Chicago, 4 and 3.

Espie, tournament medal player

was only two over par on the Monterey Peninsula course.

McDade reached the semi-finals by downing John McGuire of Indianapolis, 3 and 2, while Robbins ousted Egon F. Quittner of Jenkintown, Pa., 3 and 1.

For Dick Williams A's Swap Carrasquel

KANSAS CITY, Mo. (UPI)—The Athletics swapped shortstop Chico Carrasquel Thursday for Baltimore utility man Dick Williams in a straight player deal.

The game marks the opening of Pacific Coast Conference play for UCLA and the squad was hopeful

that it could give Dickerson a

victory in his debut against a

PCC rival.

LOS ANGELES (UPI)—UCLA's

37-man traveling squad left by air today for Salem, Ore., and Saturday's encounter with Oregon State at Corvallis.

The game marks the opening of Pacific Coast Conference play for UCLA and the squad was hopeful

that it could give Dickerson a

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PCC rival.

LOS ANGELES (UPI)—UCLA's

37-man traveling squad left by

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LOS ANGELES (UPI)—UCLA's

37-man traveling squad left by

air today for Salem, Ore., and

Saturday's encounter with Oregon

Situations Wanted 25

MIDDLE aged couple, 12 years experience. Desires management of motel or hotel. References, bondable. 3 years experience in Palm Springs. Phone San Diego Cypress 5-7430

MAN and wife now managing 32 units wishes to change. (Managing, gardening and maintenance). Desert Sun Box 190, File E-43.

HOTEL AUDITOR Experienced - Local References Seasonal Preferred Ray Cobb, 517 Harold Way Hollywood 27, Calif.

P.B.X. — 10 years hotel experience. Local references. Miss Elkin. Call collect Sy 4-3787 mornings.

REGISTERED nurse desires position. Recent experience as V.P. nurse, Red Cross. FA 4-2705.

Experienced Hostess - Cashier Helen P. Lais, 78-44 Jellico, North ridge, Calif. Dickens 2-1441.

COMPANION - Nurse to woman alone. Live in. Own car, don't drink or smoke. FI 6-6712.

Steady Job and Day Work Housewife Preferred FA 4-2698

Child Care and Day Nurseries 26

PALM SPRINGS PLAY SCHOOL

FOR Children 2 through 6 years. By hour, day, week, month, 24 hour care. Kindergarten classes and transportation are included in tuition.

1547 N. Palm Canyon FA 5-5627

Help Wanted 27**Auto Salesman**

New Cadillac and Oldsmobile IMMEDIATE opening on our sales staff. High cr., we, industrious man with imagination and responsibility can earn in excess of \$10,000 annually. Experienced preferred; but will train man with successful sales record in other fields. Adaptability essential. New car demonstrator, paid insurance, vacation and other benefits make this position a very desirable opportunity for the right man. See Leo Athans, Plaza Motors, Palm Springs.

2 SALESMEN

Permanent - steady. Good floor time. Leads furnished. Insurance and demonstrator benefits. Share house deals. Biggest dealer in area.

Terrific opportunity for willing men.

ASK FOR BILL PODELL PALM SPRINGS LINCOLN - MERCURY 555 SUNNY DUNES FA 4-1201

GENERAL OFFICE WORK Some bookkeeping, strong telephone personality. Good at figures. Salary open. Apply in person.

ECONOMY LINEN 438 S. Indian

WOMEN start now for big Christmas earnings as an Avon Representative. FA 5-2701 or Victor 5-1629 mornings. Openings: Indian Wells, Palm Springs, Rancho Mirage.

LADY, assisting hotel manager. Must be typist. Shorthand not necessary. Also part time typist. All year position. Give details. References, Confidential. Box 190, Desert Sun, File E-45.

SINGLE person or couple to manage small motel. Palm Springs area. Apartment and salary. Write Desert Sun Box 190, File E-47.

EXPERIENCED REAL ESTATE SALESMAN OR BROKER RALPH WEINSTEIN 2564 S. Palm Canyon FA 5-2834

Manicurist - Pedicurist TONI KING COIF In The New Shopping Center Palm Desert - FI 6-6970

WANTED —FOR STARDOM!! BLONDE - 36' - 24' - 36' Write Desert Sun Box 190, File E-42130.

FOOD CHECKERS FOR MARKET Desert Sun Box 190, File E-44

HOUSEMAN — GARDNER FULL TIME FA 4-9933

RELIABLE girl to manage and operate Beauty Shop in Desert Hot Springs. Evenings FA 9-3474

NEAT PLEASANT COUPLE TO HELP MANAGE HOTEL PHONE FA 4-9113

AVON Cosmetics has opening from Palm Springs to Coachella FA 5-2701 for information

New Commercial Building Rentals and established upholstery shop. \$37,500. FA 8-2724.

EXPERIENCED BUTCHER HORTONS MARKET DESERT HOT SPRINGS

Help Wanted 27**SEVERAL OPENINGS FOR BOYS BOYS**

11 to 14 Years of Age TO DELIVER The Desert Sun

Routes Available in these Areas South Palm Canyon Drive East Palm Canyon Drive South Sunrise Way Ramon Road and Indian Ave.

GOOD EARNINGS PRIZES and TRIPS APPLY

The Desert Sun Circulation Department The Center FA 5-5005

DESERT EMPLOYMENT AGENCY

Silk Finisher \$1.50 hr. 2nd Cook R&B \$250 Hotel Couple Open Companion - Driver R&B \$150 Stenographer \$300 Auto Mechanic Open Bookkeeper \$400 Beautician \$45 wk. Salesman \$75 Domestic couple R&B \$400 Cook-Housekeeper R&B \$200

LUCILLE GARLAND 208 N. Indian Ave. Ph FA 5-2364

JOB OPPORTUNITIES Teller - Typist \$250 Desk Clerk \$200 Gardener - Handyman \$200 Hotel Maids - white Several Bookkeeper \$350 Auto Mechanic Open Cook-Housekeeper R&B \$250 EMPLOYMENT SERVICE AGENCY 257 S. INDIAN FA 4-9633

ATTENTION !! SCOTCH Construction Co. will hire 5 building consultants Experienced or inexperienced. We will train you to make in excess of \$600 per month Car necessary. No license required. Inquire at 67-795 Hiway 111. Palm Springs.

2 HAIR stylist (female). Established top shop. Salary plus commission. El Oasis downtown shopping center. 48-880 Oasis, Indio. Call DI 7-3626

For Sale or Exchange 34

SELL OR TRADE GORGEOUS BRAND new 3-bedroom, 2 bath home. Built-in oven, range, dishwasher, disposal, 5-ton refrigeration cooling. Heated and filtered pool. Will trade for 3 or 4 units or acreage. Will assume.

BILLY WRIGHT REALTOR 382 N. Palm Canyon FA 5-5727

Real Estate Loans 28

\$5000. 2nd T.D. ON 16 UNIT motel in Indio. Interest \$41.67 monthly at rate of 10 per cent. Pre-payment bonus RALPH WEINSTEIN - Realtor 2564 S. Palm Canyon FA 5-2884

Bus. Opportunities 29

Wonderful Opportunity FOR RIGHT PERSON 19 x 37 BUILDING COMPLETELY FURNISHED CATHEDRAL CITY PERFECT FOR ICE CREAM PARLOR OR DELICATESSEN Small Investment Required FA 8-2594

BEAUTY SALON — Well established all year clientele. Sell at less than cost or will accept reasonable offer. Phone evenings only FA 5-5647.

SMALL NEIGHBORHOOD GROCERY - BEER - WINE P.O. Box 74, CATHEDRAL CITY

VIEW home, 3 bedrooms and sunroom. Price \$21,500. Good terms. Sell or trade Los Angeles. FA 4-2665 or FA 8-2013.

Lots & Acreage 33

SPECULATORS ATTENTION! 5 ACRES — Level, utilities, new road, good area. Only \$5000. Submit \$1000 down.

160 ACRES or more at \$250 per acre. 3 miles east of Indio. Terrific terms.

JEKYLL, BRADLEY & CO. 457 N. Palm Canyon FA 5-2734

5 ACRES with cabin in Palm Desert. Full price \$5,000. R-1 LOT. South side of Hiway in Palm Desert. \$2750. \$500 down

THE GAGNON CO. 73-612 Hiway 111 Palm Desert FI 6-6282

R-1 LOT. Your own private park. Part of old estate, 110 x 204 fronts on Merito Place, 2.00 block. Has irrigation system and completely walled. Just look at it. Owner, Glen Austin. FA 4-9447.

WANTED —FOR STARDOM!! BLONDE - 36' - 24' - 36' Write Desert Sun Box 190, File E-42130. Ph. FA 4-2130.

FOOD CHECKERS FOR MARKET Desert Sun Box 190, File E-44

HOUSEMAN — GARDNER FULL TIME FA 4-9933

RELIABLE girl to manage and operate Beauty Shop in Desert Hot Springs. Evenings FA 9-3474

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New Commercial Building Rentals and established upholstery shop. \$37,500. FA 8-2724.

EXPERIENCED BUTCHER HORTONS MARKET DESERT HOT SPRINGS

Lots & Acreage 33**Tony Burke, Inc.**

ON THE DESERT SINCE 1929

\$650 Per Acre

20 ACRES in exclusive estate area between LA QUINTA and INDIO. Priced to sell now. Way below market value. Good terms, too!

\$1750 Per Acre

10 ACRES on MILES AVENUE (Main street of Indio). Adjoining acreage priced at \$3500 per acre. Act fast on this parcel. Priced to sell now. Way below market value. Good terms, too!

70-237 Highway 111, Thunderbird Area, Opposite Blue Skies

FA 8-2590 or FI 6-6104

BEST BUYS

HIWAY 99 frontage near 29 Palms turn-off. 20 Acres at \$1500 Per Acre

\$6000 FULL PRICE

10 Acres Near B-Bar-H Ranch

EXCLUSIVE AGENT

HARRY J. BREEDING

REAL ESTATE BROKER

FA 8-3473 or FA 8-2090

PALM SPRINGS LOTS

FOUR 63' x 116' residential lots in the heart of Rancho Vista Estates. On Victor Rd, just off Ramon Road about 1½ miles from Palm Canyon Drive. Total selling price \$6500. Down payment required: \$4630. For further information contact: 546 N. Towne Ave., Pomona, National 2-4643.

NEED MONEY

2 LOTS (CORNER)

LA QUINTA — \$3000 CASH

Desert Sun Box 190, File E-40

GOLF CLUB LOT 100 X 100

18 HOLE COUNTRY CLUB

COURSE — \$3450 — OWNER

FA 4-9436 or FA 5-9311 Eves.

CHOICE R-1 CORNER LOT

NEAR CAHUILLA SCHOOL

\$3995 — PHONE FA 5-2909

BELOW MARKET ESTATE SZE LOTS

Las Palmas - Terms - FA 5-7927

SELL OR TRADE

ACTIVE OFFICE needs local experienced Broker or Salesman. Full co-operation.

BILLY WRIGHT REALTOR 382 N. Palm Canyon FA 5-5727

Real Estate for Sale 35

LOWEST PRICE Deep Well Area

\$31,500

100% FINANCING

We Will Build on Your Lot

3 BEDROOM, 2 BATH HOME

\$9995

AND 6 OTHER MODELS

TO CHOOSE FROM

BONDED — INSURED

Scotch Construction Co

67-795 HIWAY 111

PALM SPRINGS FA 8-1267

Income Property 35a

10 Units - Pool

IDEAL SOUTH LOCATION—Fine condition, excellent financing. A good buy at \$75,000.

BILLY WRIGHT

REALTOR 382 N. Palm Canyon Drive FA 5-5727 — FA 5-6287

3 ACRES 12 miles northeast of Palm Springs with 4000 square feet modern, air conditioned building. Suitable for light manufacturing, motel or trailer court. \$60,000. Terms to suit. Bradley Thompson, 14915 Rhine-stone Dr., Sherman Oaks. Phone STate 8-0800

TERRIFIC VALUE! TRIPLEX - Spacious, with patios. Price \$31,500. Sell or trade for L.A. property. Ph. FA 5-5049.

CONSULT SUN REALTY FOR THE BEST BUYS INCOME-WISE

428 N. Palm Canyon FA 4-1641

Business Block CORNER OF 2ND AND PALM CONSISTS of Theatre, cafe, 3 offices with extra apartment. Plus 9 unit motel with pool. J. MARIE ROSS, Theater Building, Desert Hot Springs. FA 9-3484 — FA 9-2607

Unusual 4 New Deluxe Units Walled Landscaped. Owner 370 Desert View Dr. — FA 5-7427

A DESERT CUTIE 2 BEDROOMS, patio, garage, fenced yard, landscaped. \$9450. Payments \$57 per month includes taxes, insurance. OWNER — FA 8-0949

TRIPLEX, \$29,500 450 Avenida Linda. Call Mrs. Russell at FA 4-2432 or FA 4-0949.

Income Property 35a**OWNER Will Sacrifice**

5 FURNISHED units. Four 1 bedroom and one

\$26,000 --- POOL

INDIVIDUALLY BUILT 3 bedrooms, 2 baths home, just 4 years old. Well planned and spacious rooms.

\$42,500 ... Furnished ... 4 Bedrooms

SOUTH END—4 bedrooms, 3 baths for the growing family, plus a lanai and a playroom. Well landscaped yard. Attractive patio area around POOL.

243 Feet Palm Canyon Drive

BEST BUY ON PALM CANYON for the investor. Property goes straight through to Indian Avenue 460' deep. \$115,000

HAROLD HICKS, Realtor

ASSOCIATES

Burnham Bigelow

John Testi

Kenneth Herman

William Hopkins

Erv Hall

1345 N. Palm Canyon Ph. FA 4-1101

ENCHANTED HOMES

BRAND NEW! 3 BEDROOMS, 2 BATHS

WITH REFRIGERATED AIR CONDITIONING, built-in range and oven, dishwasher, disposal, Westinghouse refrigerator, forced air heating, fireplace, living room 18'x24', master bedroom 11½'x15'. Extra large lots. Two palm trees. Completely fenced. Close to schools—5 minutes to downtown.

FROM \$19,900 TO \$21,000
ONLY \$1950 DOWNSPARKLING, REFRESHING 16X32 PADDOCK POOL
OPTIONAL AT ADDITIONAL COST.FURNISHED MODEL HOME
212 SUNSET WAYOFF McCALLUM WAY NEAR PALM SPRINGS CITY HALL.
JOHN M. SEAMANS, SALES MANAGER—FA 4-2884
OR SEE YOUR REALTOR.

CAN I SAY MORE

TRIPLEX --- \$27,500

COST \$39,500 -- 8 MONTHS AGO

OWNER COMPELLED TO SELL AT ONCE

\$6000 DOWN

WALKING DISTANCE TO DOWNTOWN.

YOUR CHANCE FOR A REAL SPECULATIVE BUY.

LEO HIRSCH

JOHN BECKER — SALES MANAGER

425 SOUTH INDIAN

FA 4-9463

Real Estate for Sale 35

Real Estate for Sale 35

Get in On The
Big Season Ahead

20 UNITS — PALM CANYON
Ready for business. 100 per cent
location. Highest income. Good
terms.

5 UNITS — POOL
South End. Wonderful rental area.
Priced for Quick Sale.

FINE ACREAGE
Priced right — Let us show you
how to make Money.

THEY SAID IT COULDN'T
BE DONE IN PALM SPRINGS
\$1000 DOWN — New 3 bedroom,
2 bath home. Built-in stove and
oven, disposal. Long term finan-
cing. \$16,950.

S. FRANKS

REALTORS

279 N. Palm Canyon FA 5-5055

SOUTH END

SPECIAL
CHOICE location. Furnished. 2
bedrooms, 2 baths, tile roof.
Older but extra nice. Landscaped,
palm trees, 2 car garage,
outdoor covered patio, barbe-
cue.

\$20,000

GOOD TERMS

BOB WINSLOW

REALTOR

260 N. Palm Canyon FA 5-2121 — Across from Chi Chi

ALLURING

OUTSIDE — Mighty comfortable
inside! 3 bedrooms, 2 baths
refrigerated. Built-in kitchen,
complete wall to wall carpeting
throughout, drapes. All this —
Only \$21,950.

Make Offer — Owner Desperate!

Murphy Realty

464 N. Palm Canyon Drive FA 5-5102

FA 5-5514

POOL

3 BEDROOMS, 2 baths, beauti-
fully furnished, large lot. A buy
at \$22,500.

BILLY WRIGHT

REALTOR — ASSOCIATES

W. Colven - V. Arnold - L. Smith

382 N. PALM CANYON DRIVE FA 5-5672

Desirable Buys!

\$51,000 — ARE YOU LOOKING
for a ranch? 7.7 Acres near
Thunderbird. Comfortable 2 bed-
room adobe home nestled
amongst shade trees. Perfect
for SUBDIVISION.

\$39,500 — OWNER MOVING!
Must sell his 4 bedroom 4 bath
home. POOL — in exclusive
area. Walking distance shops,
business, etc. BARGAIN!

\$16,950 — CHEAPER THAN RENT!
Only \$1000 down for 3 bedrooms
2 baths. Near SCHOOL.

Culver Nichols
REALTOR
861 N. Palm Canyon Ph. FA 5-2182

BEST BUY
CORNER — Modern 3 bedroom
2 bath home. Central heating and
refrigeration cooling. Built-in
stove and refrigerator. Carpets and
drapes. Room for pool. \$23,500, small down, easy terms.
Must sell — Owner leaving.

EXCLUSIVE
ADOLPH ISRAEL
"The Buyer's Broker"
671 N. Palm Canyon FA 5-2981

CATHEDRAL CITY
2 BEDROOM, 2 baths, lovely
view, just completed, only
\$15,000. terms.

HALF ACRE. Corner view lot —
\$5000.

2 MOTEL bargains. 7 units on
valuable Broadway corner. An-
other just off Hiway, 8 units,
top condition.

ASSOCIATES
Frances Hanley, Amy Croft
CLARK REALTY AND
INSURANCE AGENCY
REALTOR
68-657 Broadway Ph. FA 8-2512

3 UNITS
LARGE CORNER lot. All 1 bed-
room. Nice property and nicely
furnished. \$26,500.

OTTO REALTY
RUTH BILES — ASSOCIATE
68-744 HIWAY 111
CATHEDRAL CITY FA 8-2337

NEW modern 3 bedrooms, 2 baths
Built-in oven and range. Car-
peted, refrigerated cooling, dou-
ble garage. Large lot. Only
\$17,500. Submit \$2000 down.

JEKYLL, BRADLEY & CO.
457 N. Palm Canyon FA 5-2734

TAILORED TO FIT YOUR
REAL ESTATE BUDGET

\$17,000—3 bedroom, 2 bath, large fenced lot, screened-in lanai, ducted cooling, forced air heat. Near schools.

\$23,750—REFRIGERATED 3 bedroom, 2 bath, kitchen with dishwasher, disposal, built-in oven and range and dining area. Utility room. Large living room with massive stone fireplace. Fenced lot, double garage. THE BEST DOGGONE VALUE ANYWHERE!

\$55,000—4 BEDROOM, 4 bath luxuriously furnished in exquisite taste. Beautifully landscaped walled. Over-sized pool in exclusive estate area.

RESERVE YOUR CHOICE HOMESITE LOT AT
PALM SPRINGS GOLF CLUB.

GANNON REALTY CO.
1201 N. Palm Canyon FA 5-2772

BETTER BUILT HOMES

\$6840 --- COMPLETE

952 SQUARE FEET PLUS 12X22 GARAGE.

SEE THIS MODEL AT

740 PLAZA AMIGO

100% FINANCING
ON YOUR QUALIFIED LOT.

LOTS AVAILABLE

\$1800—75X100—A SLEEPER.

\$3300—105X100—PAVED STREET AND CURBS.

\$4400—100X100 NEAR PROPOSED NEW SHOPPING CENTER.

SPECIAL INCOME BUY.

14 UNITS — 10 with kitchens, oversized pool. Well located. Only \$110,000—\$20,000 down.

HUTTON'S REAL ESTATE

505 N. Palm Canyon Drive — Phone FA 5-5977

MODEL HOME OPEN!
722 HYMAN DRIVE

MOUNTAIN VIEW ESTATES

HERB LAKEY—SALES DIRECTOR, FA 5-2562

OR SEE YOUR REALTOR

PALM SPRINGS finest residential location in wind protected cove with spectacular view, LAS PALMAS AREA. Walking distance to golf course, churches, and Palm Canyon Drive business. ESTATE SIZE enclosed grounds. REFRESHING POOL. Beautiful new 4 bedroom, 3 bath architecturally designed executive type home. REFRIGERATED AIR CONDITIONING plus 20 additional outstanding features.

FROM \$39,500—\$7500 DOWN.

MOUNTAIN VIEW ESTATES

HERB LAKEY—SALES DIRECTOR, FA 5-2562

OR SEE YOUR REALTOR

LOW DOWNS!
PRICE DOWNS!
\$9875 \$1500
\$9250 \$500
\$9250 \$500
THESE ARE all 2 bedroom homes with garage and fenced.

HARRY J. BREEDING
REAL ESTATE BROKER
FA 8-3473 or FA 8-2090FOR BEST RESULTS
LIST YOUR PROPERTY WITHAdolph Israel
REALTOR
671 N. Palm Canyon Drive FA 5-2981

PALM DESERT

2 BEDROOM, 2 bath home.
COMPLETELY FURNISHED.
South of Hiway 111, Palm Desert.

Full price \$22,500.

INDUSTRIAL

INDUSTRIAL CENTER — M-3
PRICE — SELL - rent - build - close in.
3201 N. Indian Ave. FA 5-6473

SACRIFICING

ASKING \$27,500

Open Sat. and Sun. 1 - 5 P.M.

N.W. corner De Anza and San Juan. 4 bedrooms, 3 baths, re-

frigeration, cooling.

Indio DI 7-2951
Or Hollywood ST 7-8994

GLENDALE

INDUSTRIAL — 3 bedroom
2 bath home. Central heating and
refrigeration cooling. Built-in
stove and refrigerator. Carpets and
drapes. Room for pool. \$23,500, small down, easy terms.
Must sell — Owner leaving.

McGLASHAN REALTY

73-945 Hiway 111—Palm Desert
FI 6-6081 FI 6-6053

SHERMAN OAKS — ST 4-7396

BUSINESS RENTALS

OFFICE SPACE AVAILABLE

In Pacific Building

Corner of Palm Canyon-Tamarisk

Across from Post Office.

Suitable for real estate, manufac-

turer's representatives or pro-

fessional.

Reasonable Yearly Rates

FA 4-9095

BANNING

3 BEDROOM, 2 story. Large
fenced in yard. Soft water.

Kitchen and dishwasher. Attic,

basement. Or will trade for 4
bedroom outside of smog area.

Phone VI 9-6284

Real Estate Wanted 37

LISTINGS WANTED

WE HAVE buyers for homes in

Deep Well and Las Palmas. For

quick action phone or mail
your listing to:

TONY BURKE, INC.

Box 910, Palm Springs

Phone FA 8-2590

AVENUE 40

WANT about 20 acres on Ave. 40.

Have cash and good TD paying
\$30 month. Submit details to
Box 366, Palm Springs.

GANNON REALTY CO.

1201 N. Palm Canyon FA 5-2772

Phone FA 5-5005 for Classified Ads.

LET'S GO TO PRESS

HOMES INCOME LOTS ACREAGE RENTALS

EL MIRADO AREA—3 bedroom, 3 bath, den, separate dining room. 2-car garage, walled, landscaped, south patio and pool. Furnished. \$39,500.

DEEP WELL—Two 3 bedroom, 3 bath homes—one with pool—both custom built, refrigerated, walled, landscaped, lots of detail. Both vacant. Call us for information.

HOME AND GUEST HOUSE—Main house 2 bedrooms. Guest

SAVE \$1000 ON THESE EXECUTIVE CARS!!

1958 Plymouth, 2 Door Hardtop
1958 Chrysler, 4 Door Hardtop
1958 Dodge, Royal Lancer
1958 Dodge 1/2 Ton Pick-Up

USED CARS

1957 Dodge, 8 --- 4 Door . . . \$2195
1957 Dodge, 6 --- 4 Door . . . \$2095
1956 Buick, Riviera \$1595

IMPERIAL MOTORS
DODGE--CHRYSLER--IMPERIAL

66-350 HIGHWAY 111--PALM SPRINGS--FA 8-3103

Apartments for Rent 43

PLEASE come and compare new luxuriously furnished bachelor, 1 and 2 bedrooms, 2 bath apartments for 2 to 6 people. \$100 up. Private patios, Heated pool.

GOCO PALMS - 1733 E. Amado at Sunrise. Ph. FA 4-2252.

NEW spacious 1 bedroom apartments. Furnished or unfurnished. Heated Pool, TV, wall to wall carpets. Lots of closets. Laundry room. Lease.

77 Camino Real. Phone FA 5-7013

UPSTAIRS modern corner apartment, furnished, spacious, 3 bedrooms, 2 baths, fireplace, furnace, refrigeration. Suitable for office and home.

MURIEL E. FULTON FA 5-2225

UNFURNISHED 1 and 2 bedroom apartments. Frigidaire, TV cable, disposal, private patio. Around the corner from all shopping. \$87 Calle Ajo - FA 5-2466.

SOUTH end, Large new 1 bedroom apartments, unfurnished. Reasonable. Private laundry and storage. See owner, 1376 Camino Amapola, FA 5-6584.

NEW deluxe studio and 1 bedroom apartments. Center of town. Furnished. All utilities. Refrigerated. Pool. Adults. \$72 S. Belardo. \$125 - \$150.

STUDIO apartments, center of town. Furnished. All utilities. Pool. Adults. \$85 - \$125. Across from Thrifty.

373 S. Palm Canyon

MODERN kitchen apartment \$100 per month. Low weekly rates. Pool. Air conditioned. Near new shopping center in Rancho Mirage. Ph. FA 8-2955

YEAR, month or weekly. Furnished apartment. Pool. Full kitchen and bath. Laundry room

- 1 block Palm Canyon

2580 JUNIPERO

\$125 MONTH - POOL

1 BEDROOM ATTRACTIVELY FURNISHED

1821 E. Amado - FA 5-6996

For Discriminating Adults

New 1 or 2 Bedroom Apartments

Pool - Refrigeration - Southend

620 Thornhill Road - FA 5-5071

\$125 MONTH - POOL

1 BEDROOM ATTRACTIVELY FURNISHED

Luring Sands area.

3150 La Paloma - FA 8-2035

RENTALS

Furnished or Unfurnished

Let us help you find the right one.

HUBBARD, REAL ESTATE

401 N. Palm Canyon FA 4-2656

ATTRACTIVE 3 rooms and bath.

Stove, refrigerator, porch, trees

Close in. Permanent couple.

402 N. Calle Santa Rosa

NICE home. 1 bedroom, d.e.n.

Drapes, carpets, full kitchen.

\$110 - 2120 S. Palm Canyon

2 BEDROOM house. Pool. Unfurnished. Cable, carpet and stove in. \$150. Ph. FA 4-2374

FURNISHED 2 bedroom, mod-

ern duplex. Closet space galore.

558 Highland, off Ramon.

NEW DELUXE furnished apart-

ment. TV cable, air conditioned.

Close in. Reasonable. FA 4-1926.

FURNISHED apartment. Lovely.

Utilities paid. See it.

545 Mel Ave - FA 4-2445

See Us For All Types Of Rentals

RALPH WEINSTEIN, Realtor

2561 S. Palm Canyon FA 5-2884

FURNISHED, 1 bedroom, electric

kitchen, fireplace. Child O.K.

No pets. \$70. EX 0-2481.

VERY large 2 bedroom for year-

ly comfort. TV cable. Close in.

Children o.k. 555 Calle Roca.

PALM Desert, 1 bedroom fur-

nished duplex. Adults only.

73-884 Santa Rosa Way FI 6-6259

1 BEDROOM furnished a part-

ment. Pool, TV cable.

474 Avenida Ortega

EVERYTHING GOES

WE HAVE

13 NEW CARS
3 NEW TRUCKS
MUST BE SOLD BY
OCTOBER 17TH

COME AND GET THEM
PALM SPRINGS FORD

3919 EAST PALM CANYON — FA 8-2181

YOU CAN BUY A
NEW 1958 CHEVROLET

AT

USED CAR PRICES

NOW AT

STACK CHEVROLET
MODEL CLEARANCE
STACK CHEVROLET

SOUTH PALM CANYON AT SUNNY DUNES — FA 4-9166

House for Rent

46

Houses for Rent

46

REFRIGERATED

3 BEDROOMS, 2 bath home. Unfurnished, fully carpeted, drapes built-in oven, range, dishwasher disposal. Immediate occupancy. Year lease. Only \$185 month.

MURPHY REALTY
464 N. PALM CANYON DRIVE
FA 5-5102

1 BEDROOM FURNISHED
OR UNFURNISHED, POOL
PHONE FA 4-2808

UNFURNISHED, brand new 1 bedroom apartment. Reasonable. Ph. FA 4-2824.

1 BEDROOM FURNISHED
OR UNFURNISHED, POOL
PHONE FA 4-2808

STUDIO apartments. Newly furnished. Pool. Utilities.

\$75 MONTH - FA 4-9201

NEW furnished studio apartment. Kitchen, pool, private patio, TV cable.

FA 5-2604

1 BEDROOM
FURNISHED APARTMENT
Phone FA 4-2239 after 3:30

1 BEDROOM Apartments
Furnished - Adults
FA 5-2602

HOUSE FOR RENT 46

2 BEDROOM 2 bath home. Furnished, close in. \$150 per month on lease.

JEKYLL, BRADLEY & CO.
457 N. Palm Canyon FA 5-2734

BRAND new small modern sub-

urban house. Furnished or un-

nished. Less than 10 minutes

from Palm Springs. Mrs. Stach-

ler, 11 Palomino Road, city.

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Furnished or Unfurnished

Let us help you find the right one.

HUBBARD, REAL ESTATE

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ATTRACTIVE 3 rooms and bath.

Stove, refrigerator, porch, trees

Close in. Permanent couple.

402 N. Calle Santa Rosa

NICE home. 1 bedroom, d.e.n.

Drapes, carpets, full kitchen.

\$110 - 2120 S. Palm Canyon

2 BEDROOM house. Pool. Unfurnished. Cable, carpet and stove in. \$150. Ph. FA 4-2374

FURNISHED 2 bedroom, mod-

ern duplex. Closet space galore.

558 Highland, off Ramon.

NEW DELUXE furnished apart-

ment. TV cable, air conditioned.

Close in. Reasonable. FA 4-1926.

FURNISHED apartment. Lovely.

Utilities paid. See it.

545 Mel Ave - FA 4-2445

See Us For All Types Of Rentals

RALPH WEINSTEIN, Realtor

2561 S. Palm Canyon FA 5-2884

FURNISHED, 1 bedroom, electric

kitchen, fireplace. Child O.K.

No pets. \$70. EX 0-2481.

VERY large 2 bedroom for year-

ly comfort. TV cable. Close in.

Children o.k. 555 Calle Roca.

PALM Desert, 1 bedroom fur-

nished duplex. Adults only.

73-884 Santa Rosa Way FI 6-6259

1 BEDROOM furnished a part-

ment. Pool, TV cable.

474 Avenida Ortega

Musical Instruments 50

\$100 to \$110. 2 BEDROOM fur-

nished. Close in. Palm Springs

or Cathedral City. FA 8-2972.

CONSULT SUN REALTY

FOR YOUR HOUSING NEEDS

428 N. Palm Canyon FA 5-2929

2-2 BEDROOMS furnished. Knotty

pine, maple. Fireplace. Palm

Springs or Cathedral. FA 8-2972.

NEW 3 bedroom 2 Bath

TV, fireplace, patio - TV Cable

FA 5-2772 or Hollywood 3-9232

2275 ARABY Drive - Beautiful

view, adobe 3 bedroom 3 bath,

\$225 year lease. Ph. FA 5-2905.

3 BEDROOM, 2 bath. Near both

schools. TV cable, garage. Un-

furnished FA 4-9124.

FOR LEASE, unfurnished 2 bed-

Palm Desert

By GRETCHEN CHEESEMAN

Congratulations on the new PALM DESERT OFFICE of the Daily Desert Sun



Palm Desert — FI 6-6966

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Palm Desert — FI 6-6454

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Desert SunIs a Real Step in the
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PALM DESERT PHARMACY

73-647 Highway 111, Palm Desert — FI 6-6384

Mr. and Mrs. Edward Azdair entertained a large group of friends for a buffet supper and baby shower honoring Mrs. Johnny Azdairian. More than 25 guests enjoyed the Azdair hospitality.

Mr. and Mrs. Keith Crouse returned to the desert from their three month's of European travel last week. They are here only for a few days and took off again for Portland, Ore., for an indefinite stay.

The Fred Blades enjoyed a long motor trip as their summer vacation, through the Pacific Northwest with stops at Lake Louise and Banff. They visited Mrs. Blades' cousin, Mrs. Herb Wilkins in Minneapolis and Mr. Blades' cousin, John Steele, in Illinois. In Scottsdale they visited Ned and Dottie Blades, well known former Palm Desert residents.

Lou Miller has leased a portion of the Hub Engineering Building for his new insurance offices.

Mr. and Mrs. Kenneth Eckert have returned from a two weeks vacation trip to Bermuda.

Mr. and Mrs. Herbert Shaw just returned from a trip to Grass Valley where they were houseguests of Mr. and Mrs. R. C. Buck at their ranch.

Mr. and Mrs. Herbert Shaw have opened their Joshua Tree Street home and expect to be here all winter.

The Shadow Mountain Club will open the big gate Friday, Oct. 3, at 9 a.m. o'clock in the morning. This evening the annual "Home Coming" dinner under the auspices of the Palm Desert Chamber of Commerce will be the big event.

Mr. and Mrs. J. B. Schutze are in their Candlewood Street home again after a summer spent in their home state, Washington.

The Palm Desert's Women's of the season, Thursday, Oct. 16, Club will have its first meeting at Shadow Mountain Club. Mrs. Carl Henderson, president extends an invitation to all members to be present today.

Mr. and Mrs. Roy Vernier are back after a wonderful summer vacation. Mr. Vernier is an enthusiastic golfer and can be seen every morning on the Shadow Mountain Club links.

Mrs. Werder Returns From Vacation Visits

PALM DESERT — Mrs. Hudson B. Werder has returned to Palm Desert after spending the past week as house guest of Natalie and Ralph Hale in Balboa Beach.

The first vacation of the summer for Mrs. Werder, it also proved a busy one. In Santa Ana, she spent three days with her daughter-in-law, Laura, and son, Frederick Werder (he is associated with the Gourmet restaurant in Disneyland), and was one of the crowd of 6,000 to view the opening of the famous "Fashion Square" in Santa Ana.

Driving home by car, she stopped at Kay Finches in Laguna Beach where she purchased new floral decorations for the popular Shadow Mountain Terrace Hotel.

CONGRATULATIONS

on the new

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Branch Office of

The Desert Sun

Palm Desert
Real Estate Board

EWING ROBERTSON, principal of the Palm Desert Elementary School, congratulates Ruth Rummel, teacher of the new kindergarten which comprises one of the two new buildings of the school completed this week. The kindergarten unit consists of 1,500 square feet and the cafeteria (combining cafeteria, auditorium and kitchen) covers an area of approximately 5,000 square

feet. Constructed of frame and stucco at an estimated cost of \$34,700, the handsome, new buildings feature fluorescent ceiling lights and acoustic tile in the ceilings and walls. The school which was established in 1949, now has 300 children, nine teachers and six grades, ranging from kindergarten.

Del Gagnon Returns From Vacation Visit

PALM DESERT — Del Gagnon of the Gagnon Real Estate firm with offices on Highway 111, has returned from a month of surfing, swimming and fishing in Malibu Colony on Malibu Beach where he was a houseguest of Mr. and Mrs. Don Mills.

Gagnon, who opened the office last April, is a former associate of the law firm of Bauter and Grant in Beverly Hills.

The Palm Desert office which is associated with Lecon, Inc., general contractors, is a branch of the Gagnon Company in Los Angeles, specialists in development, building and insurance as well as real estate.

Plans for development of property in Thousand Palms, owned by the company, will be announced at a later date.

Firemen, Families Enjoy Pot Luck

PALM DESERT — A pot luck dinner was enjoyed by the Palm Desert Volunteer Fire Department this week, with 19 families in attendance.

President Lou Gauthier asked that the wives organize a Women's Auxiliary, and Mrs. Gordy Autland was selected as chairman.

Choosy

WHITING, Vt. — (UPI) — A thief broke into the T.R. Bissette appliance shop here and ignored television sets as well as cash but stole a radio.



DEENIE YOUNG, longtime reporter for The Desert Sun office, has been appointed to head the new Desert Sun office in Palm Desert. Using the Palm Desert office as a base of operations, Deenie plans to cover the Sun news beat in the Palm Desert area. See story, Page 1.

Chamber Sets Open Meeting

PALM DESERT — The first open meeting of the fall season of the Palm Desert Chamber of Commerce will be held Tuesday evening, Oct. 7, at 8 p.m. at Firecliff Lodge, it was announced today by Phil Franklin, Chamber president.

Included among the topics of discussion are the Clean-up Campaign, new brochures and improvements.

Refreshments will be served and an invitation is extended to all Chamber members and friends.

Welles Return From Europe, Tell Highlights

PALM DESERT — Mr. and Mrs. Al Welles of Palm Desert Highlands have returned from a trip to continental Europe in which they visited eight countries, were gone two months and relate an unusually exciting time.

"Everywhere we went," said Mrs. Welles, "something exciting was happening—from the fair in Brussels to the Festival in Venice."

In Paris they missed by a half hour the attempted assassination of Sausselle. In Switzerland, they were forced to the top of St. Totsards pass by a landslide which closed the Simplon Pass for nearly six weeks. The pass, they described, as "unbelievably beautiful."

Pharmacy Has 'New Look' Now

PALM DESERT — A glistening new look has been added to Ed Mullin's Palm Desert Pharmacy this week, with the installing of a blond, birch prescription counter featuring first aid, vitamins and sick room supplies.

New cosmetic counters and fluorescent lights throughout the ceiling area have also been added to the store.

A quarter of a century removed in time and appearance from the old-fashioned corner drugstore celebrated in American social history, the Pharmacy is still located on its original corner and for young and old, residents and tourists, is still the most popular meeting place in the village.

The Desert Sun

Friday, Oct. 3, 1958

16

Firecliff Lodge Schedules Formal Opening for Oct. 10

New management, new entertainment and a new look in decor are all part of the pre-season activities at Firecliff Lodge whose formal opening is announced for Oct. 10, with an informal one scheduled for Oct. 9.

New managers Mr. and Mrs. E. P. Coleman (Dotty and Chink) arrived two weeks ago from Phoenix, Ariz., after successful seasons at the "Lanai" and the "Twilight."

Friends of long standing with Cliff Henderson, owner of Firecliff, Coleman in the off-season is executive director of the Sportsmanship Hall of Fame and was a professional high school and college athletic coach for many years

before entering the hotel management field.

An exciting program of entertainment billed for Firecliff this season will highlight style shows and novelty features, and the Colemans, since their arrival, have been busy supervising the last of the remodeling and redecoration started earlier in the season. Each kitchenette and snack-bar and a piano bar has been added to the handsome new Satellite Room which opened last spring.

"We're looking forward to a great season," Coleman said today, "and we shall do everything in our power to make it so—both for Firecliff and for the hospitable village of Palm Desert."

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